MARCH 29, 1948 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

this is a (S)ELECTION YEAR

IT'S AN ELECTION year and important to business. It's a *selection* year; important to every advertiser who's spending cash for media. It's the year when your radio buys *have* to pay off. And when it comes to selective advertising media, WOR holds the aces.

look–

1. WOR has not raised its daytime rates since Nov. 14, 1937.

2. WOR's discounts to sponsors have not decreased. In some cases, they have been extended 25 to 30%.

3. WOR's nighttime rate has not changed since Nov. 1, 1943.

4. WOR delivers the second lowest cost-per-thousand rate in the United States.

good–

But how does WOR pay off specifically?

One WOR advertiser is talking to people in 420,534 homes for 1/9th of 1 cent per home.

Another is being heard in 343,607 homes at a cost of 1/2 of 1 cent per home.

These are not isolated instances. We could quote you dozens of them. Ask us.

wor – *heard by the most people where the most people are*

mutual

IN THIS ISSUE: THE WASHINGTON RADIO MARKET

"They sure are strong for WLS in this section"

. . . John Vissering, Jr.

Department Store Owner
Minonk, Illinois

THE Vissering Mercantile Company in Minonk, Illinois, 39 miles northeast of Peoria, is the largest retail establishment in Woodford County. Three floors of electrical appliances, home furnishings, textiles, meats and food products attract customers from El Paso, Eureka, Roanoke and all the prosperous little towns surrounding Minonk.

Herman Vissering, who with his brother, John, and sister, Mrs. Viola Beckman, operates Vissering Mercantile Company, says, "WLS is especially popular among farm people, and over 60 per cent of our business comes from farm families. I guess WLS is the most popular station in Woodford County."

The Visserings know the radio tastes of their customers for they were all born and raised in Minonk. Their father founded the store in 1890, turned it over to them 14 years ago. John Jr. now heads the meat and grocery section; Herman has charge of the dry goods, appliances and furnishings; Viola is the chief bookkeeper and runs the office.

Minonk, population 1,897, like many another small Midwest town, knows WLS well; has played host to WLS Barn Dance talent, depends largely on WLS for its news, markets, weather reports, and entertainment fare. WLS has the highest BMB in Woodford County: 87 per cent day, 90 per cent night. The county population of 19,124 is entirely rural. Retail sales in 1946 totaled over 12 million dollars . . . effective buying income almost 20½ million dollars!

This important market is just one of many in the WLS area where merchants and their customers listen to and are influenced by the advertising messages heard on WLS. Intensive coverage of a prosperous market . . . loyal listeners . . . programming that *serves* the community—*that's why WLS gets results!*

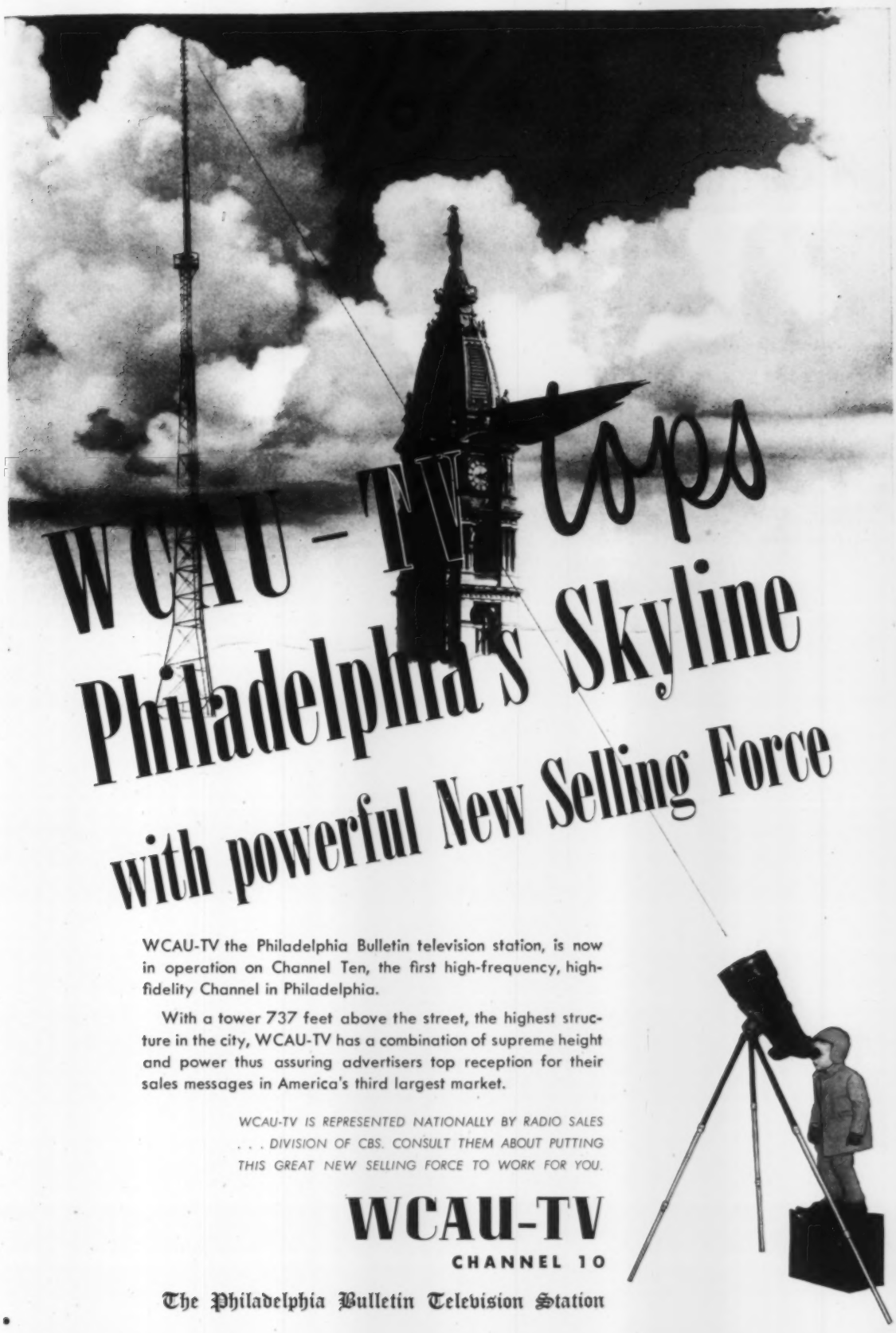
890 Kilocycles
50,000 Watts
ABC Affiliate

Represented by
JOHN BLAIR & CO.

WLS
CHICAGO 7

The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX . . . KTUC, TUCSON . . . KSUN, BISBEE-LOWELL-DOUGLAS



WCAU-TV tops Philadelphia's Skyline with powerful New Selling Force

WCAU-TV the Philadelphia Bulletin television station, is now in operation on Channel Ten, the first high-frequency, high-fidelity Channel in Philadelphia.

With a tower 737 feet above the street, the highest structure in the city, WCAU-TV has a combination of supreme height and power thus assuring advertisers top reception for their sales messages in America's third largest market.

WCAU-TV IS REPRESENTED NATIONALLY BY RADIO SALES . . . DIVISION OF CBS. CONSULT THEM ABOUT PUTTING THIS GREAT NEW SELLING FORCE TO WORK FOR YOU.

WCAU-TV

CHANNEL 10

The Philadelphia Bulletin Television Station

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

ABOLITION of Class B FM allocations plan, which would open up additional channels for many communities that have none left, being considered at FCC. Decision likely soon. Advocates of abolition reason that allocations plan, having set nationwide pattern, has served its purpose.

IF ALLOCATIONS plan is kept, it seems safe bet that new policy on television channel changes (story on page 18) will be applied to FM too, for consistency if for no other reason. That would mean channel shifts from one area to another must be accomplished by rule-making. Because of greater number of FM channels, however, it's felt such FM policy could be made more flexible than TV. Otherwise, resultant workload might become impossibly heavy, since at least half of FM applications now involve some shift in channels.

PRESS MEDIA subcommittee, headed by B. J. McKelway, Washington *Star* editor, will seal doom, as gracefully as possible, of Forrestal Plan for voluntary peacetime radio and

(Continued on page 114)

Upcoming

March 30: RMA Advertising Committee, Stevens Hotel, Chicago.

March 31-April 1: Hearings on Lemke Bill (H.J. Res. 78) to resume before House Interstate & Foreign Commerce Committee, House Office Bldg., Washington.

April 4: Radio and Business Conference, City College of New York, N. Y.

(Other Upcomings on page 100)

Bulletins

FRED SHAWN leaving post as administrative assistant to NBC's national program manager, Thomas McCray, to become manager of television and broadcast operations, WMAL and WMAL-TV Washington.

McCANN-ERICKSON, New York, lining up 26-week campaign for Chrysler dealers using five-minute transcribed show titled *Animal World Court* effective April 12.

Business Briefly

JOAN EDWARDS TEST ● Benton & Bowl considering Joan Edwards as a summer r placement for Rise Stevens on CBS's Sund *Prudential Family Hour*. Final decision aft her April 17 guest appearance.

LIVE MUSIC TV SHOW ● New Yo jeweler last week privately auditioned hal hour video show with live music and backsta rehearsal format at WNBT New York.

KOOLS VIDEO DRIVE ● Summer vid campaign for Los Angeles planned by Koo Cigarettes.

RADIO RESEARCH, NAB CODE ON ANA CHICAGO AGENDA

NEW developments in program rating r search to be discussed by C. E. Hooper an A. C. Nielsen during radio session of sprin meeting of Assn. of National Advertiser April 12-14 at Drake Hotel, Chicago. Stanle I. Clark, vice president, Sterling Drug an board chairman of ANA Radio Council, wil preside.

Meeting will start with report on conception of Radio Council by Paul B. West, ANA pres dent. Thomas B. Brown Jr., director of coun cil, will discuss its organization and curren work; A. N. Halverstadt, radio and medi director for Procter & Gamble Co., will spea on what council can mean to member com panies, and Mr. Clark will describe plan fo increasing its membership.

Harold Fair, director of NAB's Progra Dept., will report to ANA on NAB Code.

Revision of NAB's Code Completed

NEW REVISION of NAB Standards of Practice announced Friday night by NAB. Decision made that afternoon to release latest version to membership though NAB board had specified distribution 30 days in advance of May 17-18 convention in Los Angeles when delegates will discuss provisions.

Fear of "leaks" caused premature release, standards having been discussed earlier in week at 14th District meeting in Denver (see story page 17). NAB executives worked late Friday evening refining language of code version approved by board at Hot Springs meeting. Board changes were described in March 1 BROADCASTING.

Membership has seven weeks to study new revision (see detailed summary, paragraph by paragraph, below). Present NAB board to discuss document at May 15 meeting prior to convention. New board, with 16 posts now being voted on by membership, meets May 19, day after convention when it may give final approval if convention sentiment justifies. Board has power under By-Laws (approved by referendum last summer) to promulgate document and put it into operation.

Original Section I of code, covering detailed general standards, deleted and replaced by Foreword and Creed (see texts this page). Two main sections cover program and advertising standards.

Political dramatizations, banned in first version, now permitted if clearly labeled. Fair presentation, extent of public interest and balanced programming are factors controlling time alloted for public and controversial questions, with clear identification required. Guideposts for children's programs, as well as crime and mystery, retained but language clarified.

Broadcast in advance of sports events should not be handled in way to encourage gambling, code now specifies.

Main change in advertising standards, since board revised this section last November, is to delete portion on business not acceptable. General language substituted. Limit of 2 minutes 45 seconds on 25-minute program commercial content 6 to 11 p.m. changed to 2 minutes 50 seconds (see table page 114).

Salient provisions of new revision follow:

FOREWORD

"The members of the NAB, recognizing:
"That the American System of Broadcasting is a significant instrument of a living democracy, symbolizing and exemplifying the fundamental belief in freedom of expression, established in the First Amendment to the Constitution:
"That American radio has attained such stature that its services are available to every person in America and her possessions:
"That its influence in the arts, in science, in commerce and upon the public welfare is of such magnitude that the only measure of its responsibility is the common good of the whole people:
"And further recognizing, as those destined to administer its affairs, a particular obligation to serve in such manner that their endeavor may reflect credit upon their profession, and aspiration toward a better estate for mankind:
"Do, set forth and subscribe to the Standards of Practice, self-imposed, self-guided, self-perpetuated, subject only to such change as may be dictated by the people's interest."
Opening paragraph defines radio as creative art still in process of development and says standards can never be final or complete. Provisions termed guide to serve current needs.

PROGRAM STANDARDS

NEWS—Reporting should be factual, fair and without bias, with commentary and analysis clearly identified as such; morbid and alarming details avoided when not essential to factual report, with

(Continued on page 114)

BROADCASTING CREED

WE, the members of the NAB, reaffirm our determination to:

Honor man's right to religious freedom and the sanctity of his marriage and his home;

Protect and uphold the dignity and brotherhood of man regardless of race, faith or national origin;

Enrich the daily life of our people through education, entertainment and information, employing the full and ingenious use of man's store of knowledge, his talents and skills; and through the factual reporting and analysis of the news.

Provide for the fair discussion of matters of general public concern; engage in those works directed toward the common good; and volunteer our aid and comfort in times of stress and emergency.

Contribute to the economic welfare of all by expanding the channels of trade; by encouraging the development and conservation of natural resources; and by bringing together the buyer and seller through the broadcasting of information pertaining to goods and services.

Achieve the foregoing by exercising critical perception and discernment, and by considering the rights and the sensitivities of all people and the proprieties and customs of society.

Selling Fashion or Spinach?

Over 5 Million People!—46% urban—54% rural! That's the Mid-America Market (in the 213 counties within the measured ½ millivolt circle of KCMO's 50,000 watt daytime non-directional coverage)! KCMO has the power—the programming and the coverage to reach both city dweller and farmer. For complete ONE station coverage of this rich and expanding market, center your selling on Kansas City's most powerful station.

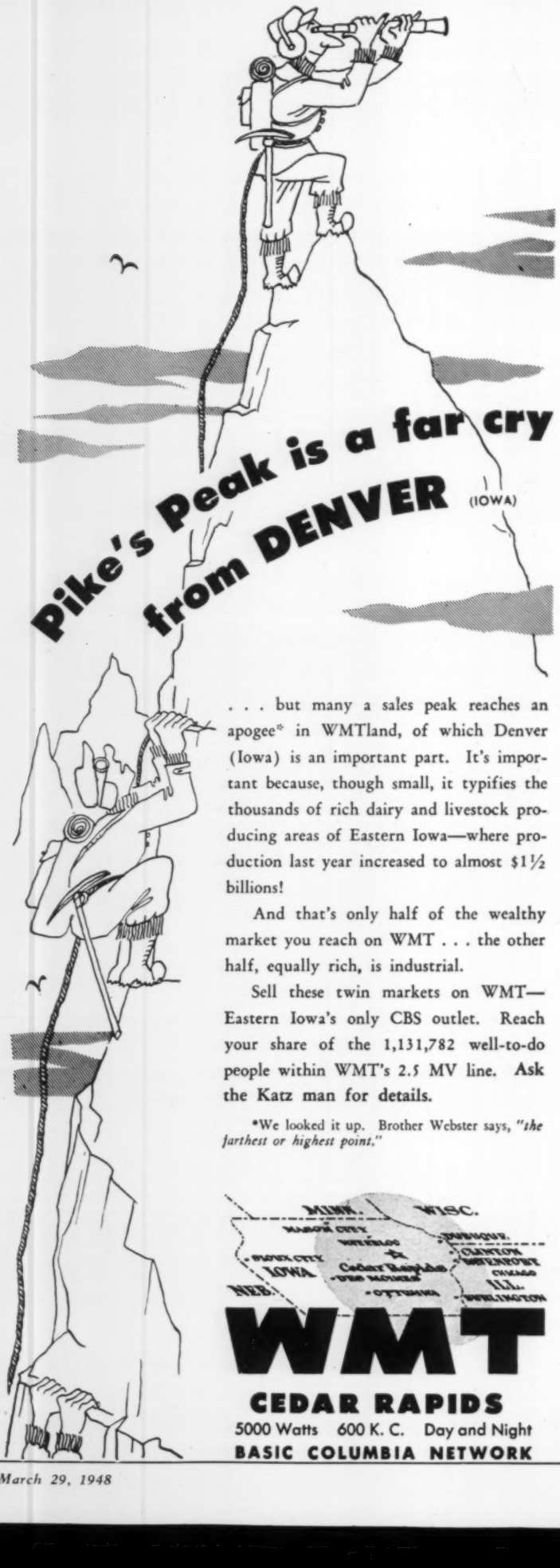
50,000 WATTS DAYTIME *Non-Directional
. . . 10,000 WATTS NIGHT—810 kc

One Does It-in Mid-America!

One station
One set of call letters
One spot on the dial
One rate card

KCMO

KANSAS CITY, MISSOURI
Basic ABC Station FOR MID-AMERICA
National Representative . . . John E. Pearson Co.



. . . but many a sales peak reaches an apogee* in WMTland, of which Denver (Iowa) is an important part. It's important because, though small, it typifies the thousands of rich dairy and livestock producing areas of Eastern Iowa—where production last year increased to almost $1½ billions!

And that's only half of the wealthy market you reach on WMT . . . the other half, equally rich, is industrial.

Sell these twin markets on WMT—Eastern Iowa's only CBS outlet. Reach your share of the 1,131,782 well-to-do people within WMT's 2.5 MV line. Ask the Katz man for details.

*We looked it up. Brother Webster says, *"the farthest or highest point."*

WMT

CEDAR RAPIDS

5000 Watts 600 K. C. Day and Night

BASIC COLUMBIA NETWORK

BROADCASTING TELECASTING

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Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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PROMOTION

WINFIELD R. LEVI, *Manager*

Betty Beckanstin.

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250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Marjorie Ann Donnell, Anita Lamm.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson, Tom Stack.

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360 N. Michigan Ave., Zone 1. *CENtral* 4115
William L. Thompson, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor,* Ann August.

TORONTO BUREAU

417 Harbour Commission Bldg. *ELgin* 0778
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

Copyright 1948 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

Capt Zacharias is one of those rare men who admit [illegible]

Our Future Security

by CAPTAIN ELLIS M. ZACHARIAS, U. S. Navy, Author of *Secret Missions, The Story of an Intelligence Officer.*

(Putnam's, November)

Contrary to the frequent characterizations in which they are depicted, Intelligence officers have no [illegible] rounded. They selves seriously [illegible] which [illegible] occasionally [illegible] routine [illegible]

Plea for Naval Strength Made In Speech by Capt. Zacharias

Pearl Harbor Probe Witness Addresses Rotary, Lions Clubs

hourly. Captain Ellis Mark Zacharias (Annapolis, 5 battle stars, 55 years old), with official title of "Spokesman of the [illegible] broadcasts

kyo Heeded His Voice

Washingto

VER PILAT

t. Ellis Zacharias is so fond of psychologica he practices it for fun, and sometimes at h

he, plays poker with his friends.

old Naval officer, any Congressional Com up to Investigate Pearl

are credited The full story of Ca ics' aerial negotiation Japanese has not yet its outlines are clea E and V-J Day, he r 14 times.

"I have been cho Zac

私は米國海軍少將ザカライヤスで 首府ワシントン市より放送して居ります

"ADMIRAL ZACHARIAS SPEAKING"

U.S.N. (RET.)

WORLD INTELLIGENCE REPORT

FACTS

- "Zacharias was the one Navy man who had been 100% right about the time and place of the attack" (Pearl Harbor). *Time Magazine*, January 14, 1946.
- Admiral Zacharias was a wartime Director of Naval Intelligence.
- He saw combat action as commander of the Battleship "New Mexico" at Saipan and Guam.
- Admiral Zacharias gained widest fame with his highly successful one-man psychological war against the Japanese High Command during the climatic stages of the Pacific War.
- Twenty-five of his 38 years in naval service were spent in intelligence work, where he accumulated a tremendous store of knowledge about world affairs.
- Admiral Zacharias is the author of the best seller, "Secret Missions."

Admiral Zacharias was a "one-man task force" with his radio psychological warfare against the Japs.

His WORLD INTELLIGENCE REPORT has dramatic impact.

WORLD INTELLIGENCE REPORT is authoritative.

WORLD INTELLIGENCE REPORT is fed by unimpeachable world-wide pipelines of information.

Transcribed, 52 weeks a year, for local and regional sponsorship.

Rates and audition records available from ED HART & ASSOCIATES, WASHINGTON RADIO PRODUCTIONS, 1737 H STREET, NORTHWEST, WASHINGTON 6, D. C., REPUBLIC 4312.

Navy Ato[illegible] orce Seer

Zacharias Foresee Defensive Sea W

E. M. Zacharias, U. S. [illegible] the navy's place in [illegible] today visualized b [illegible] firing "small atom [illegible] which would destr [illegible] craft within 50 mil [illegible] or fleet.

[illegible] application of atomic [illegible] will make necessary [illegible] diate intercepti[illegible] of [illegible] my far from our shores. [illegible] the sea-air power of your [illegible] an accomplish this," he [illegible] Los Angeles Advertis[illegible]

[illegible] the suddenness of fu[illegible] rules out any thought [illegible] rdinating the navy in a [illegible] with other branches.

[illegible] K 'SAFE' FORCE

[illegible] ask for a navy of a [illegible] gh only great enough to [illegible] port national policy," he [illegible] less than that [illegible] rous."

HOLLAND CALLING! HOLLAND CALLING! HOLLAND CALLING!

thank you .... everyone ..... everywhere .....

THE STATIONS, PROGRAM DIRECTORS, UNIVERSITIES, RADIO WORKSHOPS AND BOARDS OF EDUCATION, FOR THEIR SINCERE COOPERATION IN PRESENTING 'HOLLAND CALLING' (39 PROGRAMS) TO THESE VAST AUDIENCES——*

Radio Stations

KAKC	KHMO	KRRV	KWRZ	WEEU	WILL	WLBR	WPEB
KAND	KIMO	KSAC	KXGI	WEGO	WING	WLEU	WSIX
KASH	KIND	KSAM	KXOX	WENE	WIZE	WLIP	WSKB
KATE	KIT	KSEO	KXXX	WETB	WJAG	WLIZ	WSKY
KCRS	KLOU	KSIB	WALB	WEW	WJJM	WMFR	WSTP
KDHL	KOAC	KSOK	WAND	WEXT	WJLB	WMIQ	WSUI
KDSJ	KOAD	KSST	WARK	WFAU	WJPG	WMLL	WSW
KDYL	KODL	KSTV	WAVZ	WFIG	WJZM	WMMT	WTAG
KELP	KODY	KSWO	WAZF	WFNC	WKAL	WMOA	WTAL
KENI	KOPP	KSWS	WBIX	WFRS	WKAR	WMUS	WTCM
KFAM	KOSA	KTFS	WBRL	WGPA	WKMO	WNAD	WTCO
KFAR	KOVO	KTKN	WBZA	WHAM	WKNB	WNAR	WTNJ
KFJM	KPBX	KTMC	WCAL	WHAS	WKNE	WNDB	WTRF
KFWB	KPDR	KTSW	WCEC	WHAV	WKNX	WNYC	WTSP
KGAF	KPOR	KUOM	WCLE	WHIM	WKNY	WOI	WTVL
KGBX	KPOW	KUSN	WCMI	WHIS	WKRO	WOKO	WVBR
KGFX	KRBC	KVOS	WCNB	WHP	WKWF	WOOD	WVCG
KGMB	KREL	KWBC	WDEF	WIBA	WKYB	WOSH	WVLK
KGRH	KRHD	KWHK	WDUK	WIBK	WKZO	WOSU	WWBZ
		KWOA	WEAR	WIKC	WLBJ	WPAG	WWST
						KLPR	WZIP

Colleges, Universities

UNIVERSITY OF OKLAHOMA
OHIO STATE UNIVERSITY
ST. LOUIS UNIVERSITY
KANSAS STATE COLLEGE
STATE UNIVERSITY OF IOWA
UNIVERSITY OF ILLINOIS
UNIVERSITY OF NORTH DAKOTA
IOWA STATE COLLEGE
OREGON STATE AGRICULTURAL COLLEGE
MICHIGAN STATE COLLEGE
UNIVERSITY OF MINNESOTA
CORNELL UNIVERSITY
ST. OLAF COLLEGE

Boards of Audio and Visual Education

BALBOA, CANAL ZONE, HIGH SCHOOL
CITY OF EL PASO, TEXAS
CITY OF CANTON, OHIO
CITY OF SPRINGFIELD, MASS.
CITY OF ST. LOUIS, MO.

Miscellaneous

UNIVERSITY OF MICHIGAN RADIO WORKSHOP
CINCINNATI PUBLIC LIBRARY
RADIO SINGAPORE
AUSTRALIAN BROADCASTING CO.
MEXICO CITY, MEXICO
AFN, GERMANY, FRANKFURT
BAYREUTH
BERLIN
BREMEN
BREMERHAVEN
MUNICH-STUTTGART
PCJ, HILVERSUM, HOLLAND
PCJ 2, CURACAO
HOXD, BALBOA, CANAL ZONE
VETERANS VOCATIONAL SCHOOL, TROY, N. Y.
PAN AMERICAN BROADCASTING CO.

The only European transcribed series produced overseas under American supervision according to American standards. Profiles of Holland's industries, sports, national events . . . made on the spot!

But we didn't do it alone!

THANKS TO RADIO NEDERLAND WERELD OMROEP, HENK VAN DEN BROEK, DIRECTOR
THANKS TO EVERT VAN ELDIK, CHIEF ENGINEER AND STAFF
THANKS TO IR. C. S. TELDERS, PROGRAM DIRECTOR RADIO NEDERLAND INTERNATIONAL
THANKS TO HERMAN H. FELDERHOF AND HENK KOOPS, JR., RESEARCH & PLANNING
THANKS TO STUDIO DIRECTOR CON SCHRODERS, PCJ, HILVERSUM
THANKS TO WM. C. BREARLEY, ACC'T EXECUTIVE WOR RECORDINGS
AND THANKS FOR THOSE SWELL VERITONE PROCESS PRESSINGS (WOR)

Supervision and Interviews by
H. EMORY ELLIS, RADIO OFFICER N. I. B.

Distributed by:

NETHERLANDS INFORMATION BUREAU

(A Government Agency of the Kingdom of the Netherlands)
10 ROCKEFELLER PLAZA, NEW YORK, 20

J. P. BOURDREZ,
Director

FIELD OFFICES:
HOLLAND, MICH. • SAN FRANCISCO • WASHINGTON, D. C.

**** and our deep and sincere appreciation to the thousands of listeners for their unsolicited letters and comments!***

BROADCASTING'S *favorite microphones*
Available for immediate delivery!

639 TYPE CARDIOIDS

Outstanding in popularity because of their adaptability to a wide range of pick-up patterns. The 639A has three different patterns; the 639B has six. Pattern desired is selected by means of screw-driver-operated switch.

633A SALT SHAKERS

Ruggedness, dependability, high quality and either non-directional or semi-directional performance feature these popular and inexpensive units.

THESE outstanding microphones—Western Electric's 639 Type Cardioids and 633A "Salt-Shakers"—are ready *right now* for immediate shipment to you—*in quantity!* Accessories are available too.

Just place your order with your nearest Graybar office.

—QUALITY COUNTS—

Western Electric

For the complete story on Western Electric microphones, accessories and other Western Electric products for broadcasting, call your local Graybar Broadcast Representative — or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

DISTRIBUTORS: IN THE U.S.A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

Distributed by Graybar
OFFICES IN 95 PRINCIPAL CITIES

5000 WATTS-DAY & NIGHT

Sells

● Consistently

● Profitably

Represented by
ROBERT
MEEKER
ASSOCIATES
NEW YORK • CHICAGO
SAN FRANCISCO • LOS ANGELES

A STEINMAN STATION

Feature of the Week

Dr. Levy's pickup from Philadelphia — *Mr. Paley speaks from New York*

WHATEVER CREDIT may be given in history books for the first network television broadcast of a musical program, if indeed history books concern themselves with such matters, must be given to CBS.

The credit was not won without heavy breathing. As soon as it was learned that the American Federation of Musicians had rescinded its ban against live music on television, NBC announced it intended to be the first to televise a symphony. It scheduled a simultaneous telecast of its Saturday evening symphony for March 20.

Here was a challenge CBS could not take lying down. A day later it announced that it would do

(*Continued on page 97*)

On All Accounts

BEFORE CHICAGO's pioneer television station, WBKB, went commercial last year, Director Bill Eddy thought it a good idea to have a sales manager.

Casting about for a man who would have the diversity of skills required in television today, and at the same time be a seller, Capt. Eddy looked long and hard at the record of his own Don Meier.

Before joining the Balaban and Katz station as a broom-pushing cub in 1946, Don had chalked up an imposing academic record at Nebraska U. (degrees in both speech and business administration), and had spent two years studying radio at Indiana U., NBC's Radio Institute, and at a conservatory of music in Indianapolis (his girl lives there).

DON

He had taught dramatics at a small Nebraska high school, sold Burroughs adding machines, and pulled himself up in the Army from buck private to lieutenant colonel. When discharged he was director of training for all Army finance schools. (That word *finance* caught Boss Eddy's eye.)

Once at WBKB, Don rode a mike, switched lights, and shagged props for two months. Then he graduated to remotes, where he worked a full circle of sports as field director. He scanned the monitors and cut the show for football, baseball, hockey, wrestling—even ping pong. When a circus came to town, he managed to get an announcer inside a "friendly" lion's cage for an interview.

Shortly after this episode Bill Eddy decided Mr. Meier needed a broader field for his talents and named him sales manager.

Most of WBKB's 33 clients, who buy 80% of the station's time, have been sold by 33-year-old Don Meier. An advertiser knows that if he buys from D.M. his program will have uniformity, because Don usually has a hand in writing, producing, and directing the show—then announcing it, too.

Among the accounts sold by him are candy manufacturers, general appliance stores, bottlers, automobile manufacturers and distributors, department stores, cigarette manufacturers, trade schools, and radio manufacturers, distributors, and retailers.

He's one of the four Meier boys from Lincoln, Neb., who've made good. One brother is a doctor, another runs an automobile and farm implement agency in the tall corn country, and a third took after his Dad, an electrical engineer.

Don's unmarried, but still has that girl in Indianapolis. Just try to find him in Chicago some weekend!

YOUR NEW
CHEVROLET or BUICK

FLINT — WORLD'S
SECOND AUTOMOBILE CITY

NOW EAST CENTRAL
MICHIGAN HAS
PRIMARY
NBC COVERAGE

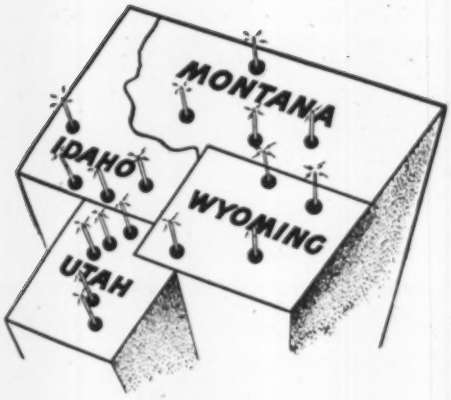
600 KC

CALL
PAUL H. RAYMER CO.
OR
TRENDLE-CAMPBELL
Stroh Building
DETROIT 26, MICHIGAN
RAndolph 9184

WTCB
FLINT, MICHIGAN
1000 Watts Day • 500 Ni
600 KC
PAUL H. RAYMER, Representat

One of a series. Facts on radio listening in the Intermountain West

Proof that... Intermountain Network Dominates!



Intermountain Network delivers Hooperatings of:

11.9 in mornings — 8 a.m. to 12 noon
14.5 in afternoons — 12 noon to 6 p.m.
12.6 in evenings — 6 p.m. to 10 p.m.

outside of Salt Lake City

The Winter, 1947 Hooper reveals that the Intermountain Network truly dominates the tune-in in 13 intermountain cities outside of Salt Lake City—with 11.9 morning, 14.5 afternoon and 12.6 evening Hooperatings. In Salt Lake City the Intermountain Network delivers 2.8 morning, 4.2 afternoon and 4.4 evening Hooperatings.

17 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
KMON, Great Falls *
KYES, Butte *

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

*Under Construction

URBAN AUDIENCE MEASUREMENTS

Winter, 1947

Time	Sets In Use	INTER-MOUNTAIN* NETWORK	Ax Network	By Network	Cz Network	All Others
8:00 a.m. - 12:00 N Monday thru Friday	28.3	11.9	4.4	4.2	7.7	0.1
12:00 N - 6:00 p.m. Monday thru Friday	29.2	14.5	3.2	2.2	9.2	0.1
6:00 p.m. - 10:00 p.m.	38.5	12.6	3.7	6.5	15.6	0.1

*Comprised of the following 13 cities: Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.
x Comprised of 15 A network stations.
y Comprised of 10 B network stations.
z Comprised of 15 C network stations.

Ask Avery-Knodel for further details

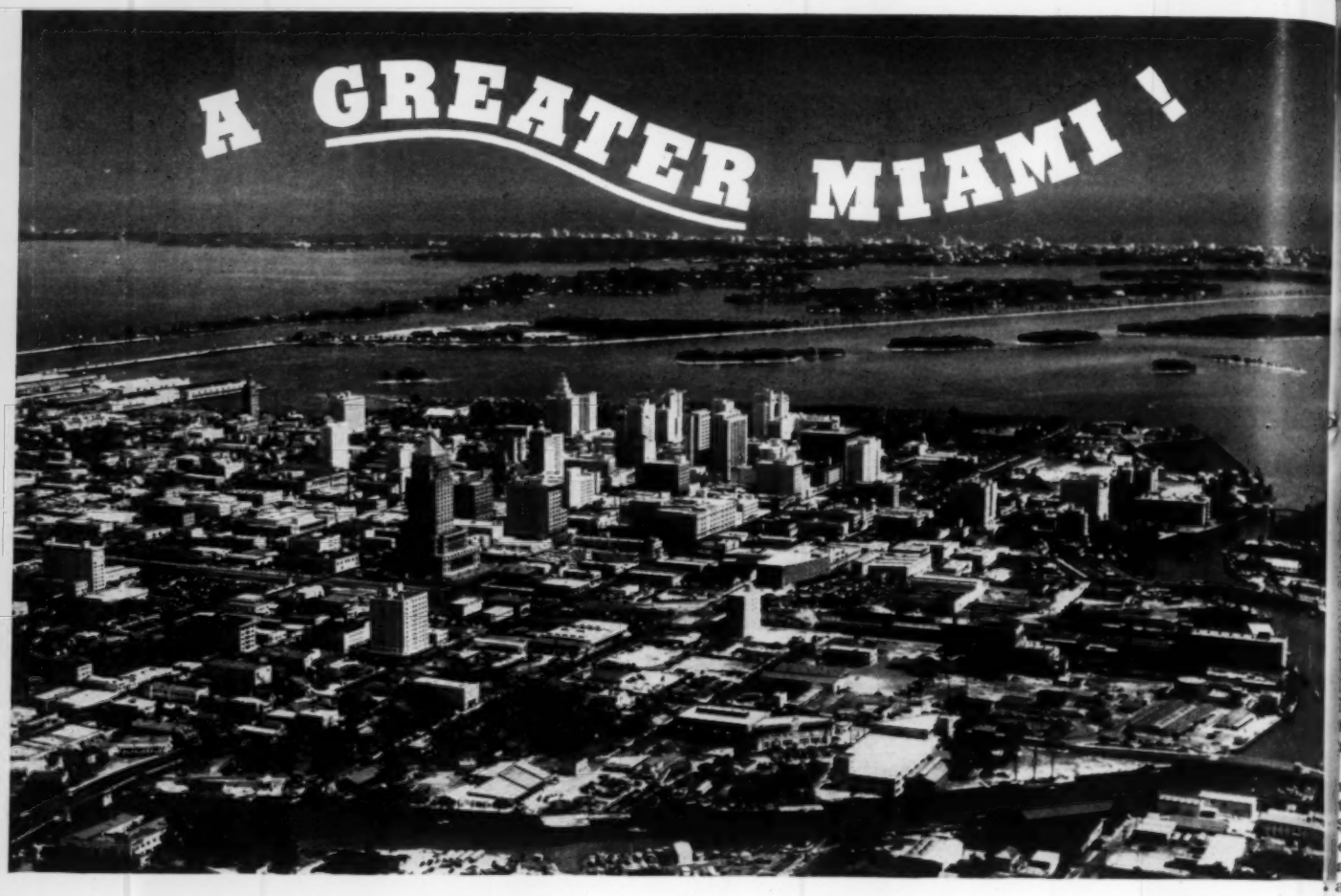
THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta



● **Your statistics, market indexes, and surveys will bear out . . . Miami is a "live" show packed with action the year around . . . Miami, too, is a constantly expanding market that is breaking all records for Growth, New Construction, and Sales . . . And Miami is a trading area with a better than $ 1/2 billion bankroll, and an almost unrepressed urge to *buy*.**

● **To reach this great market, WQAM, Miami's First Station, blankets *all* of Miami's widely scattered trading area with a clear signal that means clear *Sale*-ing for anything you have to sell.**

★

Miami's First Station

WQAM

WQAM · FM

A. B. C. IN MIAMI

THE MIAMI HERALD STATION

★ OWEN F. URIDGE, General Manager ★ JOHN BLAIR & CO., National Representatives

BROADCASTING
TELECASTING

Vol. 34, No. 13 WASHINGTON, D. C., MARCH 29, 1948 $7.00 A YEAR—20c A COPY

AT&T TV RATES

Lower Scale Planned Effective May 1

RATES for television network facilities, substantially lower than those filed last year, have been announced by American Telephone and Telegraph Co. Last year's rates were withdrawn after vigorous industry protest.

AT&T will file the proposed rates with FCC this week and the Bell System's video channels will be placed on a commercial basis May 1, according to Bartlett T. Miller, vice president in charge of the AT&T's Long Lines Department.

Under the currently proposed rates, a television channel between two cities will cost the broadcaster $35 a month per airline mile for eight consecutive hours each day, and $2 a month per mile for each additional consecutive hour. The rate for occasional or part-time service will be $1 per airline mile for the first hour of use and one-quarter of that amount for each additional consecutive 15 minutes.

Bell System rates filed last year [BROADCASTING, June 9, 1947] drew protests that they were too high to be supported by the infant video industry. The original rate proposed a scale of $40 per airline mile a month.

At present, television facilities are being furnished by AT&T without charge to broadcasters over a combined coaxial cable and radio relay network between Boston, New York, Philadelphia, Baltimore and Washington. In addition to the present eastern video hook-up Bell System is currently building 2,000 miles of network channels in the midwest in coaxial cables and radio relay systems. By the end of 1948 the midwestern network will join the eastern network, which is to be further extended, Mr. Miller disclosed.

Now Commercial Basis

"Network transmission of television programs has passed the experimental stage," Mr. Miller stated. "During the past two years the Bell System has made its East Coast network available to broadcasters on an experimental basis. Although the provision of intercity channels is a highly complex job, we have now had sufficient experience to place this service on a commercial basis."

For the use of terminal equipment and its maintenance eight consecutive hours daily, there is a charge of $500 monthly, as compared with proposed 1947 rate of $750, for connecting stations of the television network. For stations requiring only occasional service, the charge will be $200 per month plus $10 per hour of use.

To complete transmission of the complete television program broadcasters must, in addition, pay rates now in effect for aural broadcasting, which will apply in using the separate aural channel.

Examples of how the two monthly rates, 1947 and 1948, for a New York-Philadelphia hookup would work in practice follow:

1947 Rates

96 circuit miles at $40 per mile	$3,840
2 station (terminal point) charges at $750 each	1,500
Monthly total	$5,340

1948 Rates

83 airline miles at $35 per mile	$2,905
2 station (terminal point) charges at $500 each	1,000
Monthly total	$3,905

Although extra consecutive hour charges remain the same, $2 per mile per month, the change from circuit to airline miles in a New York-Philadelphia hookup would mean a reduction from $192 (96 times $2) to $166 (83 times $2), a saving of $26.

The new AT&T rates are somewhat lower than those filed by Western Union Telegraph Co. [BROADCASTING, March 15], which call for a base rate of $4,700 a month for eight hours a day for video service between New York and Philadelphia, with a charge of $340 a month for each extra continuous hour. In both the proposed sets of rates, picture transmission only is covered.

AT&T estimates that about 40 million persons live in the areas which Bell System video facilities are expected to reach by the end of this year. Initially, some channel sharing may be necessary on certain routes, in which cases special rates will apply.

FC&B RESIGNS LUCKIES

Policy Difference Parallels Hill Quitting

FOOTE, CONE & BELDING last Thursday resigned its $12,000,000 American Tobacco Co. account because of disagreement over advertising policies pursued by the tobacco firm since the death in 1946 of its president, George Washington Hill.

Announcement of the agency's decision to abandon the account, its first and largest, came last Thursday only a few days after the late Mr. Hill's son resigned his position as vice president and advertising director of the American Tobacco Co. because of the same fundamental disagreement.

The resignations of Foote, Cone & Belding as agency for American Tobacco and of George Washington Hill Jr. from his position with the firm were described by Emerson Foote, president of the agency, as "independent actions," but Mr. Foote admitted that both were motivated by the "same reasons."

He said that the agency would continue to service the account until the tobacco company appointed a successor.

Mr. Foote himself announced his agency's withdrawal as representative of the company which was its first account. The American Tobacco Co. was the first client to engage Foote, Cone & Belding when that agency succeeded Lord & Thomas in 1943.

Mr. Foote, a member of Lord & Thomas before its dissolution, has been in personal charge of the American Tobacco account for 10 years. At a news conference at which he announced his firm's resignation, Mr. Foote explained that the decision had been made because he was in "respectful disagreement" with the advertising practices of the company.

Something New . . . Added

In answer to a question as to whether this situation prevailed before the death of the elder Mr. Hill, Mr. Foote said, without amplification. "No."

He refused to enumerate the issues in which Foote, Cone & Belding and the American Tobacco Co. executives had disagreed, explaining that to "give a bill of particulars would be a breach of agency-client relationships."

Mr. FOOTE

In a statement accompanying the younger Mr. Hill's announcement of resignation from the company, the son and namesake of the late cigarette tycoon, whose advertising techniques were ruthlessly efficient, was more explicit.

"I am of the opinion," said Mr. Hill, "that principles and procedures long established in the company and essential to effective advertising have been departed from."

Mr. Hill said that his advertising views had been acquired "during that period in which, as my father's right-hand advertising man, I gave extensive study to his advertising principles and their application."

He said that the sale of Lucky Strike cigarettes, principal product of the company, had been boosted to unquestioned leadership in the cigarette field from 1936 to 1942 by virtue of "effective advertising" which was the "product of a closely cooperating team consisting of my father,

(*Continued on page 100*)

SUMMER SHOWS

Replacements Sought

By FLORENCE SMALL

DOMINANT activity at the advertising agencies in New York is currently centered around the summer replacement problem.

This year the always difficult selection of shows for summer fare has become even more complicated since at least one network, NBC, will not take mystery programs before 9 o'clock. That type of program heretofore has been regarded as one of the staples in summer nighttime programming Thus predominantly variety, musical and quiz shows are being offered by the radio package firms and agents.

Among those actively seeking summer shows are Roche, Williams & Cleary for its client Standard Lab Inc., sponsors of the Henry Morgan program, Thursdays, 7:30-8 p.m. on ABC.

Another program seeker is Warwick & Legler, interested in a summer show for Pabst Blue Ribbon Beer when Eddie Cantor goes on vacation from the Thursday, 10:30-11 p.m. period on NBC.

Ruthrauff & Ryan is seeking summer billing for Rinso and its *Amos 'n' Andy* program, Tuesdays, 9-9:30 p.m. on NBC. The agency is also pondering a summer replacement for Auto-Lite who has dropped Dick Haymes and was scheduled to replace him with *Suspense*, Thursdays, 9-9:30 p.m. on CBS. No decision has been made as to whether the mystery show will remain on through the summer.

Newell-Emmett Co. has signed Sammy Kaye as summer alternate for the *Chesterfield Supper Club*, five times weekly 7-7:15 p.m. on NBC. Vocalist Perry Como is heard three times weekly and Jo Stafford twice weekly.

Biow Hunts

The Biow Co., New York, is contemplating a replacement for the Dinah Shore-Harry James show in the Friday 10-10:30 p.m. period on CBS when that show switches, effective April 20, to the Tuesdays, 8-8:30 p.m. on NBC, period vacated by Milton Berle. Both half hours on each network are sponsored by Philip Morris. The replacement will probably be a comedy show. The reason for the transfer of the Dinah Shore show to the NBC time, Patrick H. Gorman, advertising director of Philip Morris explained, was that they feel the earlier time on NBC will attract a larger segment of the young radio audience. The show's format was composed and designed to catch the audience of 18 to 25 years old.

J. Walter Thompson Co. has set Nelson Eddy to take over for Al Jolson when he vacations the first week in July from the *Kraft Music Hall*, Thursdays 9-9:30 p.m. on NBC. Present summer plans for *Fred Allen Show*, Sundays, 8:30-9 p.m. on NBC, sponsored by Ford dealers, calls for a hiatus. The J. W. Thompson Agency, however, is currently deciding on a summer substitute for the Standard Brands' Edgar Bergen-Charlie McCarthy show, Sundays 8-8:30 p.m. on NBC. A definite decision is expected early next week.

Benton & Bowles has signed *New Faces* to replace Gracie Allen & George Burns on the Maxwell House program, Thursdays 8:30-9 p.m. on NBC. The agency is also contemplating a summer show for the Prudential *Family Hour*, Sundays, 6-6:30 p.m.

Toni CBS Budget Will Be $2,500,000

THE TONI Co., Chicago, will raise its gross time expenditures over CBS to $2,500,000 yearly by May 10, when it switches its *Nora Drake* daytime serial from NBC, according to an announcement last week by CBS.

Toni already sponsors the Saturday quiz series, *Give and Take* on CBS, and takes over sponsorship of *Crime Photographer* on CBS April 1. Foote, Cone & Belding, Chicago, is Toni agency.

L. & M. to Sponso Capital Sportscas

LIGGETT & MYERS Tobacco C (Chesterfield cigarettes), thru agency in New York has boug sponsorship of the baseball broa casts of the Washington Senato for this season on the local WWI and WWDC-FM and WPIK a WPIK-FM. Arch McDonald w broadcast the play-by-play. Che erfields are also sponsoring the C cago Cubs baseball games and t New York Giants.

The advertiser also sponso *Chesterfield Supper Club*, 5 tim weekly on NBC and Arthur G frey, 5 times weekly on CBS.

'It Pays to Be Ignoran Sold to 21 CBS Sponso

COMEDY quiz show *It Pays To Ignorant*, heard Saturday nigh 10:30-11 p.m. on CBS has been s to 21 sponsors on a total of CBS stations since being offer on a co-operative basis Feb. the network said last week.

Its most recent sale was to Go Brewing Co., St. Joseph, Mo. ov 12 CBS stations—KSO Des Moin KFAB Omaha, KSWM Joplin, M KTTS Springfield, Mo., KFH Wic ita, Kans., KOMA Oklahoma Cit KTUL Tulsa, WMT Cedar Rapid KGLO Mason City, Ia., KSCJ Sio City, Ia., KOLT Scottsbluff, Ne and KLRA Little Rock, Ark.

Other contracts are being ne tiated.

MUSIC PROBLEMS

Disc Solution, TV Formula Wante

SEARCH for solutions to the recording and transcription music shutdowns and development of a formula for TV musical employment face industry negotiators as networks enter the second week of operation under the new three-year AFM pact [BROADCASTING, March 22].

The music situation was somewhat complicated late last week as FM Assn. completed a survey on music duplication by FM stations. The survey revealed that FM stations are confused over network specifications covering duplication of their musical broadcasts. The great majority of FM stations with FM affiliations are duplicating network programs, FMA's survey indicated.

Main interest in network music centered last week in rates to be charged for television. First steps toward solution of this phase of the network-AFM three-year agreement were taken when network and union officials met informally in New York.

Television Problem

Working out the TV music formula involves a number of problems requiring careful study and lengthy conferences. Negotiators are supported by agreement of James C. Petrillo, AFM president, that television wages must be lower than AM rates if TV programming is to provide a steady revenue source for musicians. If rates are too high, he concedes, use of TV-originated music will be discouraged.

The video formula involves agreement on such problems as rates for sound films, which can be used for one-station programs or for networks. Another problem centers around comparable rates to charged for whole musical p grams and those in which music incidental.

The entire music situation w discussed Wednesday at a Ne York meeting of the joint Indust Music Committee, representing a branches of the industry. The com mittee heard reports from networ on their new three-year contracts

In general, committee membe were pleased at the new contrac according to Richard P. Dohert NAB director of Employee-E ployer Relations.

Advance whisperings that ne works would pull out and leave r corders and transcribers to the own devices were unfounded, M Doherty said when questioned the matter. He said all elemer agree that united action is requir until all phases of the music cri have been solved.

"The Industry Music Committ is just as necessary now as it w last autumn," Mr. Doherty sa "Next steps will be based on t wishes of the recording and tra scription industries."

Meeting of these two groups

(*Continued on page 102*)

Drawn for BROADCASTING by Sid Hix

"Migawd, I'm still wearing my hidden mike!"

L to R: Herman Hosmer Scott, company of the same name, Waltham, manufacturers of dynamic noise suppressors; E. C. Shriver and Melvin Springle, Atlec Lansing Corp., New York; and D. H. Shallcross, Shallcross Mfg. Co., Collingale, Pa.

L to R: Lewis Newman, of the Daven Co., Newark, N. J.; G. F. Leydorf, chief engineer, WJR Detroit; Sam Norris, Amperex Electronic Co., Brooklyn; Thomas P. Aldrich, Presto Recording Co., New York.

IRE

4-Day Meet Studies Technical Advances

CONSTRUCTIVE nuclear science and nuclear radiation were termed "major radio frontiers" paving the way to tremendous human benefits by Dr. W. R. G. Baker, General Electric Co. vice president and retiring Institute of Radio Engineers president, when he addressed the annual banquet of the institute last Wednesday night at the Hotel Commodore, New York.

Dr. Baker called on the thousands of scientists who gathered for the yearly conclave to expand undeveloped radio frontiers. He cited nuclear science as "the most important radio frontier of the past 10 years."

Highlighting the four meeting days (March 22-25), filled with technical sessions covering virtually every phase of development and advancement in the industry, was the annual president's luncheon Tuesday noon, at which FCC Chairman Wayne Coy was the featured speaker, and the IRE banquet Wednesday night. Annual IRE awards and fellowship awards were presented at the banquet [BROADCASTING, March 15].

Comprehensive Exhibits

An elaborate array of exhibitions in New York's Grand Central Palace provided visual evidence of scientific discoveries in the field.

Highlights of the technical sessions were:

Developments designed to make possible better and more economical home FM receivers, higher fidelity broadcasting and new systems of communications for military and other applications were disclosed Monday at opening sessions of the convention.

Dr. Robert Adler, research expert, Zenith Radio Corp., Chicago, described a new radio tube, somewhat like a miniature cathode-ray bulb, which he said is expected to make possible "greatly simplified circuits" in FM receivers and provide greater ease of circuit adjustment and tuning by the home operator. Dr. Adler said the new device, known as the "gated-beam tube," should promote good but cheap FM receivers, "retaining all the superior features of this advanced type of broadcasting."

D. E. Norgaard, General Electric Co., explained a new system of broadcasting employing recently-developed single-sideband techniques, making it possible to develop "binaural" or two-channel transmission of sound, thus presenting a concert in its true tonal dimensions, as one hears it in the concert hall. "Broadcast transmitters, to utilize the advantages of binaural or natural hearing, may be of the dual single-sideband type, modulated by the same program but picked up on two microphones, which control each sideband separately," he said.

'Reflected Power'

"Reflected power," said to make possible the creation of small supersonic "sound" or light waves, using no vacuum tubes, circuits or power apparatus, was described by Dr. Harry Stockman, chief at the communications laboratory of the U. S. Air Forces' Watson Laboratories, Cambridge, Mass. Its uses are said to be indicated for point-to-point circuits.

During Tuesday's sessions, L. A. DeRosa, of Federal Telecommunications Laboratories Inc., Nutley, N. J., discussed phase distortion,

(*Continued on page 110*)

Upper right—L to R: H. Kornborodt, Audio Devices, New York, shows original recording of invasion broadcast to Mark Will, E. F. Johnson Co., Waseca, Minn.; and Jay H. Quinn, Gray Research & Development Co., New York.

* * *

Second photo—L to R: John D. Trilsch, Emsco Derrick & Equipment Co., Houston; H. Sheneman, Communication Products Co., Keyport, N. J.

* * *

Third photo—Who's selling whom what? L to R: M. F. Kelly and Paul F. Walker of Andrew Corp., Chicago; and R. Epstein, Amplifier Corp., New York. That's a coaxial transmission line that Mr. Kelly is holding. Mr. Walker, now sales engineer, with Andrew, is former Yale All-American end. Amplifier Corp. is putting out a new magnetic tape recorder.

* * *

Fourth photo—L to R: Frank Gunther, C. R. Runyon III, Radio Engineering Labs., Long Island City.

* * *

Fifth photo—L to R: Edward D. Cross, Alfax Paper & Engineering Co., Brockton, Mass.; D. B. Oat, Trylon Tower Division, Wind Turbine Co., West Chester, Pa.

TV'S FUTURE

Coy Asks Development In Upstairs Band

FCC CHAIRMAN Wayne Coy predicted last week that present television channel availabilities in the nation's 140 metropolitan areas will be exhausted within 12 months, and called upon the radio industry for "more rapid developments" in the upstairs band between 475 and 890 mc.

"If we cannot devise plans for 'a truly nation-wide competitive system' of television for the next generation, we are not worth our salt," he declared in a luncheon address Tuesday at the Institute of Radio Engineers convention in New York.

He made plain that the task of providing adequate space for television and other vital services in the crowded spectrum is one for "the radio industry generally, the Commission and the general public to the full extent its best interests can be made known in a technical problem of this kind."

More Information Wanted

Chairman Coy told the engineers that "the Commission has not had made available to it adequate information as to the characteristics of the 'so-called high band television' (475 to 890 mc) to enable it to write detailed standards for such a service. We at the Commission must look to the industry for

(*Continued on page 111*)

CELEBRATING second anniversary of New England Regional Network's "New England Roundtable" in Washington, March 18 [BROADCASTING, March 22] are (l to r): Sen. Styles Bridges (R-N.H.); Paul W. Morency, vice president and general manager of WTIC Hartford; Wayne Coy, FCC chairman; Justin Miller, NAB president.

CONTRACT for co-sponsorship of Los Angeles baseball game broadcasts o KMPC is examined by (l to r) Herbert H. Wixson, KMPC sales manager; La Place, Russel M. Seeds Co. Inc., representing co-sponsor Brown & Williamso Tobacco Co. (Wings Cigarettes); Bob Kelley, KMPC sports director, and A Gudelman, Barton A. Stebbins Advertising, representing Signal Oil Co. other sponsor of the games.

IN A RARE radio appearance AFM Head James Petrillo (l, foreground) joins ABC Head Mark Woods (r) discussing new contract over ABC's "Headline Edition" March 18. Taylor Grant, narrator, and Walter Scanlon, director, are in background.

NEGATIVE PREVIEW is presented at WCCO Minneapolis by advertising and station officials as they illustrate type of program they gave assurance would not be presented at 55th anniversary banquet of International Milling Co. Portraying corpse in outlawed program is George Sandell, the milling company's assistant advertising manager. Others are (l to r): Bill King, advertising manager of firm; Mrs. King, and Carl Ward, WCCO promotion director. Substituted for murder scene was a 20-minute transcribed show dramatizing firm's history.

WJW CLEVELAND will broadcast 147 of the Cleveland Indians' 156 games during the coming summer under contract being completed by Bill Veeck (seated), Indians' president, and two members of the station, Wallen J. Sylvester (l), local sales manager, and G. C. McKelvey, salesman.

1948 PROGRAM of Southern California Advertising Agencies Assn. is discussed by newly re-elected president David Fenwick (l), with Howard Ehrlich (center), secretary-treasurer, and Jack Kiefer, vice-president, in association's new Van Nuys Building headquarters in Los Angeles.

VISITOR to Prudential "Family Hour" is Jack Berch (l), sponsored in NBC daytime Prudential program. With him are (l to r) Rise Stevens, "Family Hour" star; George Potter, insurance firm's vice president; Al Goodman, program's musical conductor.

SELL RADIO'S SUCCESSES

NAB Starts National Campaign

By J. FRANK BEATTY

NATIONWIDE campaign to sell business and industry on the value of radio advertising in developing public, customer and employe relations has been started by NAB.

Inspired by a swiftly developing list of good-will success stories based on war and postwar use of broadcasting by business firms selling goods and services direct to the public, as well as those not contacting the public, the NAB Dept. of Broadcast Advertising is compiling these stories as the first phase of the campaign.

Designed to tap new sources of business for broadcasters, large and small alike and increase current budgets, the campaign is also expected to develop new techniques in public relations advertising, according to J. Allen Brown, assistant director of the NAB department, who originated and is directing the industrywide project.

The idea has the backing of the NAB Sales Managers Executive Committee and the Small Market Stations Executive Committee. As the project develops, it will show methods used by some of the biggest business and industrial groups in the country to develop relations with the public, local communities and their own employes, and to foster the American system of private enterprise.

Benefits Obtained

Benefits obtained from radio good-will building programs sponsored by such companies as U. S. Steel, AT&T, Firestone Tire & Rubber Co., Chesapeake & Ohio Railway, Goodyear Tire & Rubber Co., electric utilities, American Transit Assn., General Motors Corp., trade associations and other national groups will be described.

Backing up these stories will be hundreds of community projects by large companies, such as that of Portsmouth Steel [BROADCASTING, Feb. 23] as well as those of smaller plants, stores and local organizations.

The success stories will cover all forms of rendition from full nationwide network hookups to transcribed and cooperative programs and on down to less elaborate local-station offerings.

First of the publications to be issued by NAB will bear the title *Radio Advertising for Public and Employe Relations*, according to Mr. Brown. It will be aimed to interest particularly local, regional and national advertisers, advertising agencies, station representatives, broadcast stations, national and regional networks, and public and employe relations executives.

Campaign Described

"The first publication incorporates many ideas and successful campaigns used by industrial plants for years," according to Mr. Brown. "These campaigns have included the commercial use of radio, and there are many others that can be adapted to utilizing radio. Every kind of industrial effort along this line, whether for community, employe or national public relations, can be made much more effective by intelligent use of the broadcast medium."

By the time the project is complete it will provide an encyclopedia of methods used by radio lations. Moreover it is expected to be an important step in developing public faith in democracy at a time when the inroads of collective governments are becoming critical factors in the national economy.

New radio campaigns such as that of the C&O rail series will be listed along with long-time broadcasts. The C&O program started on seven Mutual network stations last Sept. 26 and is still under way. It is designed to acquaint the public with the railroad philosophy of the C&O and its militant president, Robert R. Young.

Two one-minute messages are heard during each *Information Please* program on MBS, Friday, 9:30-10 p.m. The program is cooperative, with C&O using WOR New York, WGN Chicago, WHK Cleveland, CKLW Detroit, WOL Washington, WNAC Boston and WFIL Philadelphia.

'Progressive Philosophy'

Many of the cities are not served by the railroad, which is submitting "progressive railroad philosophy," as railroaders describe it, to rail centers served by other lines. C&O desires to stimulate interest in its service and ideas besides progress attained by other railroads, including competitors.

C&O executives have expressed pleasure at program results. As evidence they point to mail responses for comments in the first half of December. The responses were called "highly satisfactory" in both quality and quantity. Topic discussed at the time was consolidation of C&O and New York Central, in which C&O is an important stockholder.

The railroad has utilized the MBS series to promote its "pay-as-you-go" plan of railroad credit cards and its central reservation bureau; its special tours for small boys to historic spots, at extremely low cost; its effort to encourage

(*Continued on page 104*)

CODE OKAYED

But Rockies Group Asks Changes

BROADCASTERS of the Rocky Mountain West, meeting in Denver last week, accepted a resolution "approving in general" the latest tentative draft of the NAB Standards of Practice.

However, the resolution, as proposed by Ralph Hardy, public affairs director of KSL Salt Lake City, included suggestions by members that the draft be revised further before being submitted for approval at the NAB convention in Los Angeles, May 17-18.

The resolution urged that a voluntary code be adopted by Los Angeles and left open the question whether the action should be taken by the membership or by the Board of Directors, which is empowered by the By-laws to promulgate a code.

The meeting of District 14, comprising Colorado, Montana, Wyoming, Idaho, Utah and Western South Dakota was attended also by representatives of six stations in New Mexico who want to be included in District 14 instead of 16.

Terry Presides

Presiding at the meeting, which ran over into a third day, was Hugh B. Terry, KLZ Denver, district director.

Gov. W. Lee Knous, of Colorado, noted the New Mexicans' presence in his opening day address to the convention luncheon Monday, pointing out that New Mexico is linked economically to Colorado and other states of the district. Denver's mayor, Quigg Newton, greeted the delegates representing some 70 stations. Total attendance was approximately 150.

The code resolution made one change in the preamble of the tentative draft, deleting as superfluous the injunction that the code should be "self-regulated."

In the "Broadcasters' Creed" section recognizing an obligation to "honor man's right to religious freedom, and treat all matters of religion respectfully and accurately, without prejudice or ridicule," the

(*Continued on page 105*)

NEW MEXICO radio men converged on recent 14th district NAB meeting in Denver in hopes of furthering their admission to the district. Pictured with Justin Miller (center), NAB president, are (l to r): S. V. Patrick, KVER Albuquerque; R. L. Odson, KVER; Merle Tucker, KOAT Albuquerque; E. N. Thwaites, KFUN Las Vegas, N. M.

NEWCOMERS to radio attending recent 14th district NAB meeting in Denver included (l to r): Bob Dolph, applicant for a station in Longmont, Col.; L. K. Christolear, who is building station KLMR Lamar, Col.; Bill Gillin, manager of KTLN, new Denver station under construction; Bill Grove, KFBC Cheyenne.

TV ALLOCATIONS

Possible Delays Seen as Result of FCC Decision

By RUFUS CRATER

PROTRACTED DELAYS in FCC action on many contested television applications were foreseen last week after the Commission ruled 5-to-2 that separate rule-making proceedings must precede changes in the established video allocations table.

The new policy means, in effect:

Before a channel can be moved from one community to another under the allocations table, which covers the nation's 140 major markets, the proposed change must be requested in a petition for rule-making; engineering and other supporting data must be presented, and an opportunity must be provided for others to oppose the move. A hearing must be held if the opposition justifies it.

It was felt in most quarters that the same procedure would have to be followed before a frequency can be allocated for use in a city which is not included in the allocations table, though there appeared to be some differing opinions on this point.

Not yet decided, apparently, is the question whether all applications in a community would be held up pending settlement of such an allocations question, or whether the procedure would tie up only those applications which seek channels not in accordance with the allocations table.

FCC sources said it might be done "either way." But there was strong feeling that the decision would be to hold up all applications in the community or communities involved, whenever an allocations change is formally requested, until the question has been settled.

The shortest possible time for effecting a change in the table by rule-making processes, observers felt, would be about 60 days. This would apply where the proposed change was unopposed. Even without opposition, adequate advance notice of the comtemplated change must be given, and after the change has been ordered the law requires its effectiveness be postponed 30 days.

Extend Time

In cases where hearing is necessary, the proceeding would be extended by the amount of time needed for actual hearing, preparation of the examiner's decision—assuming the Commission itself will not be able to hear all such cases—and adoption of the final decision by the Commission.

It was expected that hearings would develop in most if not all instances where the proposed change would take frequencies away from other communities.

The new policy was opposed by Comrs. Rosel H. Hyde and Robert F. Jones.

Mr. Hyde maintained that the rule containing the allocations table (Sec. 3.606) is "sufficiently flexible" to permit changes without separate rule-making proceedings.

Jones' Contention

In a lengthier and more outspoken dissent, Mr. Jones argued that "the plain language of the rule permits one proceeding in which can be determined the desirability of the use of a channel in a different location than that provided for by the table—and, in addition, the merits of the respective applicants on a comparative basis."

The majority enunciated the new policy in a memorandum opinion on Yankee Network's application for a new television station on Channel 10 at Bridgeport, Conn. Yankee asked that the application be consolidated for hearing with those for the Hartford-New Britain area, to which Channel 10 is allocated. It was pointed out that Channel 1 is currently assigned to Bridgeport but would be eliminated by FCC's pending proposal to give Channel 1 to nonbroadcast services.

The Commission majority denied Yankee's request, ruling (1) that "the only appropriate method for making changes in the allocation table . . . is by rule-making proceedings," and (2) that it would be "undesirable procedure" to combine such rule-making proceedings with a hearing on the merits of competing applications. FCC said:

All persons desiring to build a television station in Bridgeport should have an opportunity to have their application considered and are entitled before filing their applications to know whether a television channel is available in the community in accordance with the Commission's rules.

It was this language, as well as the past Commission policy in other fields, which contributed to the feeling that whenever a rule making change in allocations is proposed in a given community FCC will be disposed to hold up action on all applications for that area—not just those requesting deviations from the table—until the allocations change has been decided.

Yet it was generally conceded that such a practice could easily lead to dilatory tactics by applicants or others and considerable

(*Continued on page 106*)

CBS CLINIC

Nationwide Session in N. Y.

MORE THAN 200 executives of 100 CBS affiliates are expected to attend the network's first nationwide network television clinic on Wednesday (March 31), CBS announced last week.

The all-day meeting at the Waldorf-Astoria Hotel, New York, was called by the network at the request of its Affiliates Advisory Board "to enable broadcasters far removed from present key television centers to piece together all the scattered segments of television information into a comprehensible whole."

Frank Stanton, CBS president, is scheduled to make the opening address. Lawrence W. Lowman, CBS vice president, is to present the network's plans for originating programs in the new WCBS-TV New York studios now under construction in the Grand Central Terminal Bldg. Leonard Hole, associate director of television for CBS, will preside at Wednesday's meeting.

William B. Lodge, the network's director of general engineering, will give statistics on receiver production and video applications, and details of AT&T and Western Union plans for servicing television networks.

Worthington Miner, CBS director of television, is slated to deliver a comprehensive report on video programming, covering costs, personnel problems and film vs. live pickups.

George Moskovics, the network's commercial television manager, will lead off the afternoon session with a talk on television as a sales medium. Other scheduled afternoon speakers are Edward Reeve, chief statistician for CBS on television audience research findings; Herbert V. Akerberg, vice president in charge of station relations, and William C. Gittinger, vice president in charge of sales.

List of CBS affiliates' representatives

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For television personnel changes, programs, etc., see various notes departments in this issue.

TV Waiver Extended

WAIVER of FCC's rule requiring minimum television operation of 28 hours per week and two hours per day was further extended last week by the Commission to June 30. Extension was made pending study of petition by Television Broadcasters Assn. to amend the rule to provide for gradual increase in the operating time requirements over a period of years [BROADCASTING, March 15]. Rule has been waived at three-month intervals since adoption.

'Times' Station Possible CBS TV Outlet in L. A.

CBS may obtain a television outlet in Los Angeles if current negotiations between the *Los Angeles Times* and the network develop satisfactorily. A *Times* spokesman did concede to BROADCASTING last week that CBS represented a live possibility but pointed out that considerable details would have to be worked out before the possibility ever became a reality.

Although neither party would admit anything it is known that conference did take place between Frank Stanton, network president and Norman Chandler, publisher of the *Times*, during former's recent trip to the coast.

He knows his oats!

The horse knows his oats.

So does the fellow who owns him.

That hot Shanghai sun takes the pep out of a horse.

So the owner puts a straw hat on ol' Dobbin.

Net result: More horsepower!

Time buyers who know their oats put W-I-T-H on their list.

Net result: More sales power! For less money!

W-I-T-H is the BIG independent in Baltimore . . . with the BIG audience.

In the nation's 6th largest market, W-I-T-H delivers more listeners-per-dollar than any other station!

Listeners with money to spend.

Listeners who buy goods.

How about giving them an earful of the product you're selling?

It'll cost you less . . . to sell 'em more . . . on W-I-T-H.

Get in touch with Headley-Reed today.

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CCNY AWARDS

Top Honors to Goodyear's 'Greatest Story'

GOODYEAR Tire & Rubber Co.'s *The Greatest Story Ever Told*, on ABC, last week was announced as winner of the top honors in the City College of New York annual radio awards as the outstanding radio program created and broadcast in 1947.

The ABC show won one of two bronze plaques, the other going to WLW Cincinnati for "Outstanding Achievement in Promotion in 1947."

The Frederic W. Ziv Co., Cincinnati, received an award for creation of the *Favorite Story* series, which was called the "most effective direct-selling sponsored program" in its class.

The CCNY awards will be presented April 14 at a luncheon in the Roosevelt Hotel, New York, during the CCNY fourth annual Conference on Radio and Business, April 13 and 14.

In commenting on the selection of *The Greatest Story Ever Told* as winner, the awards committee described it as dramatizing "with superior good taste and effective listener appeal" episodes from the New Testament. "The program has no middle commercial and only the irreducible minimum of an institutional commercial at the beginning and end of the program," the committee observed.

In addition to the bronze plaques awarded to the Goodyear program and to WLW, 16 Awards of Merit and 10 Honorable Mentions will be presented at the April 14 luncheon. Seven classes and seven categories of entries were involved.

Those receiving the CCNY Awards of Merit are:

FREDERIC W. ZIV Inc. Cincinnati, "for the creation of the most effective direct-selling, sponsored radio program"—*Favorite Story*. Class: Sponsors, advertising agencies, program producers.

WAAT Newark, N. J. "for the creation of the most effective direct-selling sponsored radio program"—*Second Honeymoon*. Class: 500- to 1,000-w stations.

CBS "for the creation of the most effective direct-selling sponsored radio programs"—*My Friend Irma*. Class: National radio networks.

RAYSHOW Inc. New York, "for the creation of the most effective institutional sponsored radio program"—*The Greatest Story Ever Told*. Class: Sponsors, advertising agencies, program producers.

KUDNER Agency, New York, "for the most effective promotion of a national radio program"—*The Greatest Story Ever Told*. Class: Sponsors, advertising agencies, program producers.

CBS, "for the most effective promotion of a national radio program"—*The Eagle's Brood*. Class: National radio networks.

NARRAGANSETT Brewing Co., Cranston, R. I., "for the most effective promotion of a regional or intrastate radio program"—*Major League Baseball*. Class: Sponsors, advertising agencies, program producers.

WOWO Ft. Wayne, Ind., "for the most effective promotion of a regional or intrastate radio program"—*Fire*. Class: 5,000- to 10,000-w stations.

COLUMBIA PACIFIC Network, "for the most effective promotion of a regional or intrastate radio program"—*Menace in White*. Class: Regional or intrastate radio networks.

KLX Oakland, Calif., "for the most effective promotion of a local radio program"—KLX hourly news broadcasts. Class: 500- to 1,000-w stations.

Mr. Litchfield (Goodyear) Mr. Shouse (WLW)

WKY Oklahoma City, "for the most effective promotion of a local radio program"—*Oklahoma's Front Page*. Class: 5,000- to 10,000-w stations.

KELO Sioux Falls, S. D., "for the most effective all-over radio station promotion." Class: 100- to 250-w stations.

KLX, "for the most effective all-over radio station promotion." Class: 500- to 1,000-w stations.

KMBC Kansas City, "for the most effective all-over radio station promotion." Class: 5,000- to 10,000-w stations.

WLW "for the most effective all-over radio station promotion." Class; 50,000-w stations.

MBS, "for the most effective all-over national radio network promotion." Class: National radio networks.

CCNY Honorable Mentions go to:

KRLC Lewiston, Idaho, "for the creation of an unusually effective institutional, sponsored radio program"—*Gossip Time*.

WMAZ Macon, Ga., "for the creation of an unusually effective institutional, sponsored radio program"—*Because There Is a Georgia*.

CBS, "for unusually effective promotion of a national radio program"—*We Went Back*.

WOW Omaha, "for unusually effective promotion of a regional or intrastate radio program—*Regimented Raindrops*.

WDSU New Orleans, "for unusually effective promotion of a local radio program"—*Teen Age Book Review*.

WOWO Ft. Wayne, Ind., "for unusually effective promotion of a local radio program"—*Texas Relief*.

WLOK Lima, Ohio, "for unusually effective all-over radio station promotion."

CBS, "for unusually effective all-over national radio network promotion."

WSYR Syracuse, N. Y., "for unusually effective all-over radio station promotion."

* * *

Mr. ZIV
(Frederic W. Ziv Inc.)

MBS 1st Quarter Time Sales Up 5%

MBS GROSS time sales for the first quarter of 1948 will show a 5% increase over the same period last year, Jess Barnes, Mutual's vice president in charge of sales, said on March 25. The increase represents new business signed by the network, contract renewals and expansion of several existing commercial shows, he said.

JOHNSON BILL

Clears Battle Hearing Opens April 5

PRESSURES for and against the Johnson Bill (S-2231) mounted to a new pitch last week as final preparations got under way for the start of Congressional hearings on the measure next Monday (April 5).

More than 40 stations and other radio groups were slated to present witnesses supporting or opposing the bill, which would break down clear channels and limit power to 50 kw. The hearing will be held before the Senate Interstate & Foreign Commerce Committee.

Schedule of Witnesses

Committee aides expected to have a schedule of witnesses and their time allotments ready for distribution this week. It was expected that about three to four days would be apportioned to clear-channel advocates, including the Clear Channel Broadcasting Service, and about three to supporters of the breakdown measure.

The week's developments on the highly controversial proceeding, which thus far has drawn statements from approximately 400 AM licensees, follow:

● The committee sent letters to each of the four major networks requesting them, in view of their experience and position in the broadcasting field, to have witnesses on hand for the hearing.

● Sen. Edwin C. Johnson (D-Colo.), author of the bill, sent out letters urging stations which have supported the measure to marshall their forces and enlist additional support; to stations who have not submitted views, he sent letters urging comment and pledging that their views would be kept confidential if they wished.

● The Montana Assn. of Broadcasters was on record with a resolution endorsing the Johnson Bill and asking members of Montana's Congressional delegation to support it; copies of the resolution were circulated to broadcasters in other states with the recommendation that similar resolutions be adopted.

● A flurry of other letters criss-crossed the nation, some supporting and some condemning the bill.

Among the messages was one from W. L. Gleeson, president of Broadcasting Corp. of America, operator of four California stations. In a letter responding to the Montana association's message and resolution, he recapitulated proposals he had offered to the Senate committee beyond his endorsement of the Johnson bill. He asked the Montana group to "pass another resolution" endorsing his proposals that:

1. AM power be limited to 10 kw. "thus affording duplication of clear channels to the extent that these clear channels would carry 3 to 7 kilowatt stations in the U. S."
2. Networks' commercial use of an affiliate's time be restricted to "every other hour in the broadcast day."
3. Ownership of stations by nationwide networks be made "illegal."

Mr. Gleeson's letter to the Mon-

(Continued on page 108)

PROMOTION—PLUS!

Houston's ONLY Station Using

- 24 SHEETS
- BUS DASHES
- NEWSPAPER SPACE
- POINT OF PURCHASE DISPLAYS
- OUR OWN RADIO NEWSPAPER

to help YOU SELL YOUR CAMPAIGN AND YOUR PRODUCT

ASK AVERY KNODEL

in HOUSTON it's

K T H T

5000 WATTS at 790kc

ROY HOFHEINZ
PRESIDENT

BILL BENNETT
MANAGER

DICK ALTMAN
PROMOTION DIRECTOR

ELECTIONS HOLD UP SUBSCRIPTION RADIO

PLANS for Rolf Kaltenborn's "Pioneer Network of Subscription Stations" [BROADCASTING, March 8] are being suspended until after the November elections, according to Mr. Kaltenborn. He is running for Congress on the Republican ticket from the 6th District of Florida.

Although application for conconversion of FM stations to subscription service is being held in abeyance at present, plans are going ahead on programming. Program material is being prepared on tape, "which is proving most successful particularly in connection with dramatic material and certain educational features," said Mr. Kaltenborn.

"After the November elections," Mr. Kaltenborn added, "we hope to have subscription service ready for introduction."

WJBW LULL

Station Returned Pro Tem To Carlson

OPERATION of WJBW New Orleans has been returned to Charles C. Carlson, the licensee, after he posted a bond pending hearing on his divorced wife's petition for a preliminary injunction enjoining him from disposing of station property [BROADCASTING, March 15].

The hearing was expected to be held today (Monday) before Judge Leo W. McCune of the 24th Judicial District Court of Louisiana on questions of (1) whether Mr. Carlson's bond should be increased above $5,000, as requested by his former wife, and (2) whether her petition for a preliminary injunction should be granted.

Mr. Carlson has been under temporary restraining order secured by Mrs. Louise Calamari Carlson, his divorced wife, since March 8.

A writ of judicial sequestration, arising out of her claims under Louisiana's community property laws was issued at the same time. In that connection an administrator was appointed by the court to handle the station's business affairs and a civil sheriff took possession of the physical properties.

But authorities said Mr. Carlson has been in control of programming and similar matters throughout.

With the posting of a $5,000 bond by Mr. Carlson, the judicial sequestration was released and the administrator and sheriff withdrawn. Mrs. Carlson asked that the bond be increased, and this request was set for hearing today. The temporary restraining order meanwhile was continued and it appeared likely that the hearing on this, to determine whether it should be dissolved or give way to a preliminary injunction, would be held today.

The case arises out of FCC's proposed decision to deny Mr. Carlson's application for renewal of the WJBW license, largely because of alleged engineering violations, and to grant his divorced wife's application for WJBW's facilities [BROADCASTING, Dec. 15, 1947]. The station is on 1230 kc with 250 w fulltime.

Meanwhile, Mr. Carlson has petitioned FCC anew to reopen the record for further testimony in support of his bid for renewal. The petition contends that Mrs. Carlson's suit violates the law and FCC's regulations and was designed to harass him, that he is willing to cooperate with her but that she has been uncooperative.

It attacks the "death sentence" which Mr. Carlson claims would be involved in failure to renew the license, maintains that WJBW has served its listeners without complaint from them, and argues that further hearing should be held to permit Mr. Carlson to show his willingness and ability to comply with the Commission's regulations.

Mrs. Carlson is represented by Charles J. Rivet, New Orleans attorney, and the Washington law firm of Welch, Mott & Morgan. Maurice B. Gatlin of New Orleans is attorney for Mr. Carlson and WJBW.

FREE TRIP to London will be awarded Edwin K. Lucas (l), ex-GI sophomore at the U. of Pennsylvania, for writing the best essay on "How Can International Broadcasting Promote International Peace?" in contest sponsored by WPEN Philadelphia. Edward C. Obrist (r), general manager of WPEN, congratulates him

WSIX gets results

WSIX gets results for **advertisers of beauty products.** And the proof is in a long list of year in year out renewals. As a sample, two outstandingly successful manufacturers have used quarter-hour shows on WSIX for well over four years each. Evidently, these sponsors count on WSIX for consistent, productive coverage of Nashville's 51-county retail trade area. Consult with your nearest Katz representative for other success stories and more complete information about the way WSIX can help you with your sales problem.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

5000 WATTS • 980 KC
AMERICAN

Represented Nationally by
THE KATZ AGENCY, INC.

And WSIX-FM 97.5 MC

WSIX gives you all three: Market, Coverage, Economy

MacArthur Radio Post

WARREN WRIGHT, coordinator of the MacArthur-for-President campaign, told BROADCASTING in Chicago that several prospects for the post of campaign radio adviser are being screened. Asked to comment on rumors that Walter J. Damm, general manager of WTMJ Milwaukee, largest station in Gen. MacArthur's home state, is being considered for the job, Mr. Wright said the *Milwaukee Journal*, Mr. Damm's employer, "is not active in the MacArthur campaign."

PREPARATORY TO building its new 50-kw transmitter, CKAC Montreal will increase daytime power from 5 kw to 10 kw in June. New transmitter is expected to be ready in about a year.

More WINCHARGER Towers Specified by Station Applicants Than All Others Combined*

And now Roy Hofheinz follows the trend at KTHT, Houston. Tune to 790 and listen to the KTHT WINCHARGER transmission.

* *Actual tabulation FCC applications file, April, 1947.*

ANTENNA TOWER DEPARTMENT

WINCHARGER *Corporation* SIOUX CITY 6, IOWA, U.S.A.

NBC, Stanford U. Again To Hold Radio Institute

NBC in San Francisco and Stanford U. will collaborate for the sixth successive year in offering an eight-week summer radio institute, June 17-Aug. 14.

Allen Miller, head of the Rocky Mountain Radio Council in Denver, will serve as director of the 1948 institute.

The institute, devoted to professional instruction in radio, combines theory with practice. Students divide their time between the KNBC studios in San Francisco, the Stanford campus station, KSU, and the university's speech and drama department classrooms.

Another One

MORE than 1000 prizes valued at over $25,000 will be offered in the four consecutive jingle contests to be sponsored by the Shotwell Manufacturing Co. on *True or False* MBS Saturdays, 5:30-6 p.m. Special cash prizes totaling $4,000 also will be offered to Shotwell retailers. Entrants must write a line to rhyme with "I Like Big Yank for Eating Right". . . . C. Wendel Muench and Co. Chicago, is the Agency.

PLAYGROUND TV

WBKB, Cubs to Provide Sets for Youngsters

REPORTS that WBKB Chicago, the Balaban & Katz video station, and the Chicago Cubs, owned by Philip K. Wrigley, would blanket Chicago playgrounds with television sets during the coming baseball season "to combat juvenile delinquency" have been confirmed by Capt. William C. Eddy, director of WBKB.

Capt. Eddy said the B & K station already has arranged with the Chicago Park Board to put TV receivers at 10 large reception centers. He would not speak for the Chicago Cubs other than to admit that earlier reports, from sources close to Mr. Wrigley, that the chewing gum magnate would supply video sets for school playgrounds "probably are true."

When interviewed by BROADCASTING, Capt. Eddy had just returned from a conference with Mr. Wrigley at the Cubs' West Coast training camp, he said.

"Our aim is to keep the kids out of bars, and to discourage 'knotholing'," the WBKB director declared.

He said a 19 x 25-inch screen would be used on the receivers to be donated by WBKB, but added that "no particular manufacturer will be favored."

CBS AFFILIATES BOARD RE-ELECTS 4 MEMBERS

FOUR MEMBERS of the CBS Affiliates Advisory Board have been re-elected to two-year terms. A fifth member was named to fill the unexpired term of a former member who has moved out of his district, the network announced last week.

Those re-elected were: I. R. Lounsberry, WGR Buffalo, chairman, representing District 2; Glenn Marshall, WMBR Jacksonville, Fla., District 4; Richard Borel, WBNS Columbus, Ohio, District 6; Kenyon Brown, KWFT Wichita Falls, Tex., District 8. All four will serve through 1949.

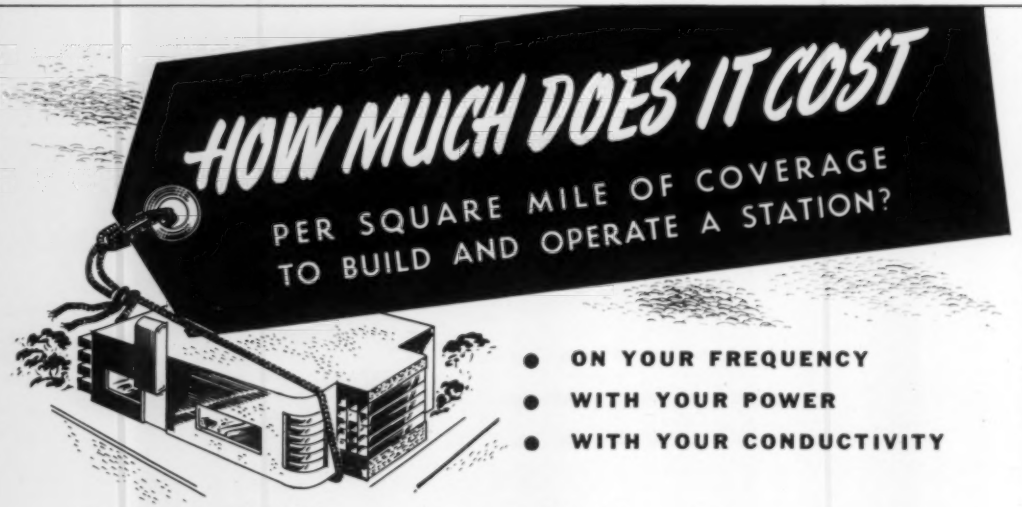
William Quarton, WMT Cedar Rapids, Iowa, was elected to serve through 1948 as District 7 representative, completing the unexpired term of George Higgins, formerly of KSO Des Moines. When CAAB holds its next meeting in May, at the NAB convention in Los Angeles, it will elect officers.

Summer Hiatus Starts April 21 for 'Groucho'

ELGIN-AMERICAN will drop the *Groucho Marx Show* on ABC after the April 21 broadcast but is negotiating with the network for resumption of the program this fall, according to firm's agency, Weiss and Geller Inc., Chicago.

The firm (a division of the Illinois Watch Case Co., Elgin, Ill.) has sponsored the audience participation show since Oct. 27, 1947. Show will complete two 13-week cycles next month. According to present plans, it will be returned after a 22-week hiatus coincident with fall opening of the Bing Crosby program.

William Anderson, agency account executive, said Elgin-American declined to take up remaining options at this time on the original 52-week contract because the peak sales period for compacts lies between November and May.


HOW MUCH DOES IT COST
PER SQUARE MILE OF COVERAGE
TO BUILD AND OPERATE A STATION?
• ON YOUR FREQUENCY
• WITH YOUR POWER
• WITH YOUR CONDUCTIVITY

GLENN D. GILLETT—

Equipped the first broadcast field strength measurement car and pioneered field strength measurement surveys.

Developed the techniques and conception of field strength contours.

Pioneered in development, construction and field test of common frequency broadcasting and booster station design.

Made the largest group of field strength surveys ever covered by one organization in a limited time . . . five crews, 35 surveys and 110,000 miles in three months.

Pioneered in computation of antennae efficiency from complicated directive antennae arrays.

Pioneered in design and construction of high efficiency vertical radiators.

Pioneered and patented means for continuous measurement of distant station interference without shutting down local facility.

YOU should know. Today most engineers can compute this for you. When they do, they're largely using the principles conceived back in the early 1920's by Glenn D. Gillett. His was the first comprehensive study of station costs per square mile for various frequencies, power and conductivity.

In the quest for better broadcasting through advanced engineering, Glenn D. Gillett pioneered many of the principles all engineers follow today. A few such achievements are listed.

This same engineering forethought is applied to your AM, FM, TV or other engineering requirements. It is reflected in the achievements of your station . . . better broadcasting for more people.

GLENN D. GILLETT & ASSOCIATES
CONSULTING RADIO ENGINEERS

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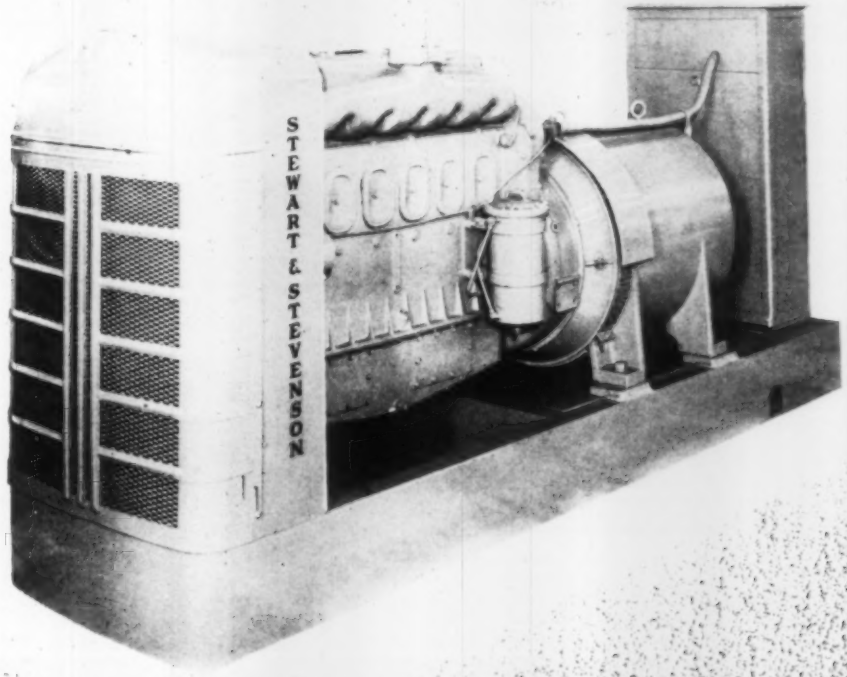
There is no substitute for Experience . . .



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Engine Driven Electric

STANDBY UNIT

STEWART & STEVENSON SERVICES

Stewart & Stevenson Diesel and Gas-Electric standby generator sets are available in sizes from 3 KW to 500 KW. They provide an instant source of dependable and economical electrical power for use as standby and for emergencies. If you have a power problem, it will pay you to consult STEWART & STEVENSON SERVICES.

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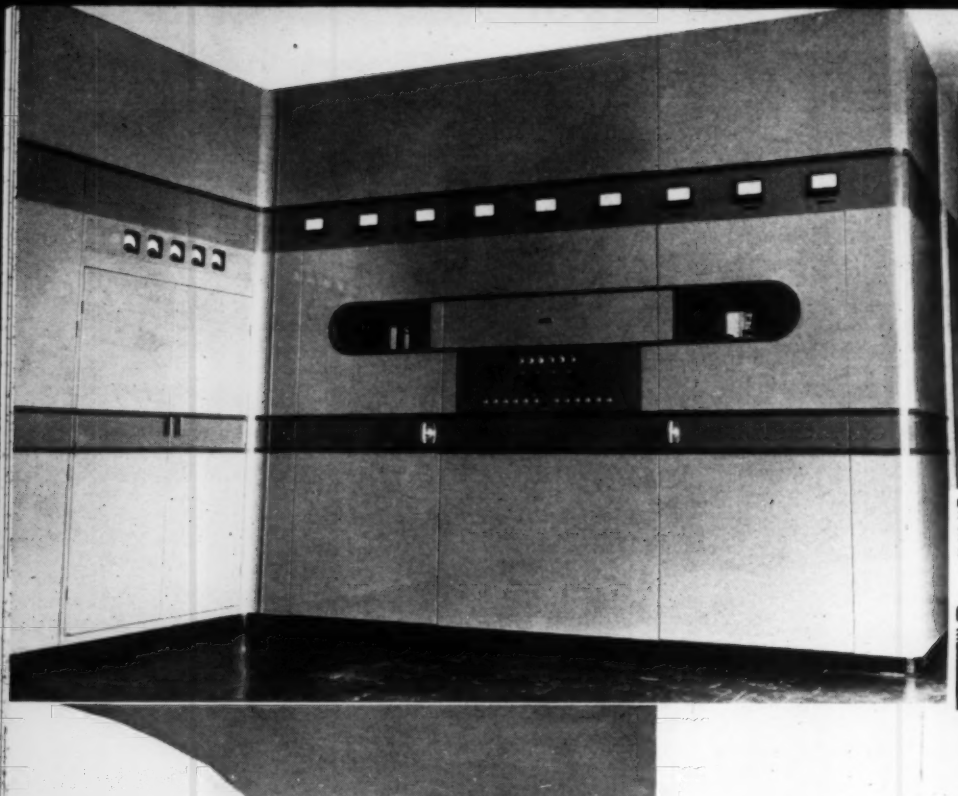
THE NATION'S LARGEST DISTRIBUTORS OF G. M. DIESEL ENGINES



GATES-WAY to HOUSTON

5000 watts of quality packed transmission

KTHT

(790 Kc.)

—a number 1 station in a number 1 market using the number 1 five-kilowatter of the year—the

GATES

BC5A five K. W. transmitter

They do things in a big way in Houston and KTHT Houston's new and dominant 5000 watter followed typical Houston tradition of having nothing but the best when they selected Gates equipment and the famous Gates BC5A transmitter.

To serve this metropolitan City, the South's largest, with over 700,000 in Harris County alone, KTHT demanded and received the finest in equipment when they selected Gates. To Roy Hofheinz, president of KTHT, we extend our heartiest congratulations on providing the "Lone Star State" with a truly fine radio broadcasting station, equipped throughout with the very best money can buy —and that's Gates of course.

GATES

Gates equipment is not necessarily new to KTHT as the original 250 watt 24 hour KTHT was also Gates equipped—and that's why a Gates **five** is in the KTHT *"new look"*. Broadcasters that are Gates -stay Gates- because those that experience Gates quality know why—"this is G year -the swing's to Gates in '48".

Gates Radio Company

Quincy Illinois

Serving the Great Southwest --Houston Radio Supply Co., Clay at LaBranch, Houston.

NAACP Free Air Time Bid Rejected

MBS last week rejected a bid by the National Assn. for the Advancement of Colored People for free air time to reply to the Southern senators' MBS broadcast March 23 on civil rights. The March 23 broadcast was a reply to Mutual's recent dramatization of the report of the President's Committee on Civil Rights.

A spokesman for the network said Mutual took the view that FCC requirements of equal time for presentation of both sides of controversial issues already had been met, in that the dramatization constituted a defense of civil rights proposals and the Southern senators' presentation an attack on those proposals.

A telegram sent by Walter White, NAACP secretary, to Mutual said in part: "The rules of the Federal Communications Commission requiring radio stations to give equivalent time to answer partisan political statements or attacks do not, we believe, cover the granting of equivalent time to attack an official government document which Mutual has so ably presented on the air." The NAACP, he said, "assumes that statements by Southern senators constitute a *de novo* (new) political presentation for which equivalent time to answer should be alloted."

MILTON KIBLER OPENS CAPITAL LAW OFFICE

MILTON J. KIBLER, former assistant general counsel and assistant labor relations director of the NAB, has opened law offices at 820 13th St. N.W., Washington. He will specialize in FCC, Dept. of Labor and National Labor Relations Board practice.

Mr. Kibler

Since leaving NAB in 1946 Mr. Kibler has been engaged in a special research project covering the Labor Management Act and the Federal Communications Act as well as FCC regulations. Before joining NAB he had been chief counsel to the Army Surgeon General. Prior to the war he had practiced law in Washington five years.

Mr. Kibler is author of a treatise, "The Wage & Hour Act and How It Affects a Broadcasting Station." He was active in the fight against a New Mexico tax which involved a state levy on broadcast station receipts. He is a member of the District of Columbia Bar and the Federal Communications Bar Assn.

NBC "Dennis Day Show" will originate from Washington, D. C. for March 31 broadcast to open Cancer Fund Drive there.

SEA RESCUE AIRED
WMBL Gives On-Scene Account
As 21 Men Are Saved

ON-THE-SCENE account of a rescue at sea broadcast from a rescuing craft was presented by WMBL, 1-kw daytimer on 740 kc at Morehead City, N. C., on March 8.

Caught in a storm enroute from Louisiana to Virginia with a cargo of sulphur, the motorship "Norfolk" ran aground on treacherous reefs near Morehead City while seeking shelter in the harbor there. WMBL was notified at 6 p.m. on the evening of March 7 that the ship was in trouble. One man, the ship's electrician, was rescued by a motor lifeboat that evening, and WMBL made a tape recording of an interview with him which it aired early the next morning.

But the real story of WMBL's coverage of a difficult rescue effort came early that morning (March 8). Heavy seas the night before had made further rescue efforts impossible, though 21 men remained aboard the stricken "Norfolk." When a Coast Guard motor lifeboat set out at 6:45 a.m. to complete the rescue mission, WMBL's news editor, Bill O'Connell, and its commercial manager, Charles Markey, were aboard, by special permission.

While the rescue boat pitched wildly in heavy seas, half buried in surf, Mr. O'Connell went on the air at 7:10 a.m. with a description of the rescue. He stayed on until 8:05 a.m., when the boat's battery went dead. The Coast Guard had given WMBL permission to broadcast on 2698 kc from the rescue boat. Broadcast was picked up by shortwave receiver and relayed through WMBL. When News Editor O'Connell's broadcast ended at 8:05, Grover C. Munden, WMBL station manager and president of Carteret Broadcasting Co., WMBL licensee, who was waiting overhead in a plane, carried on the broadcast.

John MacVane Is Named News Analysts' President

JOHN MACVANE, United Nations correspondent for NBC and president of the standing committee of the UN Broadcasters, was elected president of the Assn. of Radio News Analysts last week. He succeeds H. V. Kaltenborn, also of NBC.

Others elected at the annual meeting in New York were: George Hamilton Combs and William Hillman, vice presidents; Gregor Ziemer, secretary; Cecil Brown, treasurer; Larry LeSueur, assistant secretary; Max Hill, assistant treasurer; H. V. Kaltenborn, John Daly, Bill Henry and Edward R. Murrow, executive committee.

Thomas J. Hamilton of WQXR New York and Richard Hottelet, CBS, joined as new members.

ABC "Sound Off" show now heard Sundays will broadcast Mondays, 10 p.m., starting April 5.

FIVE

THE NUNN STATIONS
believe that
YEAR-ROUND PROMOTION is a "must"

● Each Nunn Station maintains a promotion department under the supervision of experienced heads. The Nunn Stations have won a number of outstanding awards on their promotional activities. Newspapers, direct mail, lobby displays, street and window signs and air announcements, are but a few of the promotion aids used on a year-round basis. Intelligent promotion that supplies the needed "push" to your campaign.

STATIONS

The Nunn Stations

KFDA (ABC) Amarillo, Texas
WBIR (ABC) Knoxville, Tenn.
WLAP (ABC) Lexington, Ky.
WMOB (ABC) Mobile, Ala.
WCMI (CBS) Ashland, Ky.
Huntington, W. Va.

—OWNED AND OPERATED BY GILMORE N. NUNN AND J. LINDSAY NUNN—

MOST EFFECTIVE COVERAGE

another reason why CPN

is the West's **COMPLETE**

Regional Network

COMPLETE IN COVERAGE, PROGRAM PRODUCTION, PROGRAM PROMOTION

Just ask the Columbia Pacific Network advertiser

CPN has more stations of 5,000 or more watts

than any other regional network on the West Coast. *All* CPN stations are strategically located for complete coverage of *all* areas, whether inside or outside metropolitan districts.

The Columbia Pacific Network reaches 100% of all radio homes on the Coast at night. Even in the daytime, CPN reaches 98.7% of the radio homes.*

You buy a maximum of ability to reach listeners

when you buy a program on the Columbia Pacific Network. Listeners are *customers*. And *customers* are what you are after. This is what CPN delivers at less cost than other Coast networks . . . day and night.

* *BMB Study No. 1*

Represented by RADIO SALES, Radio Stations Representative, CBS; New York, Chicago, Los Angeles, Detroit, San Francisco, and Memphis

Columbia Pacific Network

The West's Complete Regional Network

NEWS REPORTING, ENGINEERING, MUSIC AND SOUND, STUDIO FACILITIES

MONTANA BROADCASTERS were dinner guests of KXLJ Helena March 7 following formation of the Montana Assn. of Broadcasters, headed by Don Treloar of KGEZ Kalispell. Paul McAdam of KPRK Livingston was elected secretary. Seated (l to r): Mrs. Lee Belding, KXLO Lewistown; K. O. McPherson, KXLK Great Falls; Larry Gordon, KAVR Havre; Cedor Aronow, KIYI Shelby; John Sheeley, KIYI Shelby; Frank Krshka, KIYI Shelby; Earnest A. Neath, KXLQ Bozeman; Lyle Wahlquist, KOPR Butte; Pat Goodover, KXLL Missoula; Arne Anzjon, KXLF Butte; Marion Dixon, KGVO Missoula; Don Jones, KMON Great Falls. Standing (l to r): Don Tannehill, KRJF Miles City; Franz Robischon, KBMY Billings; E. C. Krebsbach, KGCX Sidney; Lee Belding KXLO Lewistown; Bob Rutter, KXLJ Helena; George Bennitt, KXLO Lewistown; Frank Carmen, KOPR Butte; Mr. McAdam, KPRK; Mr. Treloar, KGEZ; Joe Wilkins, KFBB Great Falls.

U. S. OFFICES ASSIST TV NETWORK PROGRAM

THREE-STATION TV hookup carries a new public service program, *Your Foreign Policy*, based on letters and telegrams addressed to the President, Secretary of State and other government officials. Program, heard Fridays, 8:30-9:30 p.m. started last Friday. It originates at WMAL-TV Washington and is fed to WMAR Baltimore and WFIL-TV Philadelphia.

George V. Allen, who succeeded William Benton as Assistant Secretary of State for Public Affairs, appeared on the opening program as guest expert. The 13-week series is produced by American U., with the State Dept. cooperating in production and supplying a topical tabulation of the government mailbag. Paul F. Douglass, American U. president, will be a regular participant. Producer is Prof. Willett Kempton, of the university, with Burke Crotty, WMAL-TV, acting as program director. William Wood handles arrangements for the State Dept.

RADIO TO ATOM

Shovel KDKA Pioneer Wielded — Used at Atom Smasher Site

A SHOVEL rich in radio lore was used when ground was broken March 12 for Carnegie Institute of Technology's new atom smasher at the old KDKA Pittsburgh transmitter site in Saxonburg, Pa.

The shovel was first used March 8, 1939, by Dr. Frank Conrad, whose experiments led to founding of KDKA, when he broke ground for the Pittsburgh Westinghouse station's present AM installation at Allison Park, near Pittsburgh.

Twice during 1947 the shovel was used for ground-breaking ceremonies. It was pressed into service April 24, when ground was broken for KDKA's FM and TV tower overlooking the U. of Pittsburgh campus, and again on June 23 at ground-breaking ceremonies for the new transmitter of KEX, Westinghouse station at Portland, Ore.

FM RELAY

PROGRAMMING by WEFM Chicago, Zenith Radio Corp's FM station, soon will be heard through central and southern Wisconsin by direct radio relay, it was announced March 15 by Ted Leitzell, WEFM manager. Stations comprising the FM relay are WHAD Delafield and WHA-FM Madison, both U. of Wisconsin outlets.

Tests have been in progress for the past five weeks, Mr. Leitzell said, and a regular relay schedule will begin before April 1. Programs aired by WEFM's 45.1 mc transmitter will be picked up and rebroadcast by WHAD, temporary relay point, and by WHA-FM, 90 and 125 miles away, respectively, from Chicago. A distance of 50 miles separates the two Wisconsin stations.

The radio relay will transmit the full, undistorted tone range of FM, the WEFM manager said, with a degree of fidelity much better than can be sent over the telephone lines used by AM networks. Elimination of line charges, he reasoned, would make the system very economical.

Would Gain Experience

Stating that one purpose of the Zenith-Wisconsin relay is to gain further experience in long range transmission over the 45-50 mc band "on which FM proved itself during the war years," Mr. Leitzell said:

"It is much more efficient for rural coverage and relay than is the 100 mc band to which FM was assigned in 1945, because it puts out a steady, dependable signal for a hundred miles or more. The 100 mc band is characterized by fading at distances beyond the horizon which makes it unusable for long range relay, and of little value for rural coverage."

Wisconsin officials are keenly interested in 50 mc relaying, he said, because of its potential value to them in building of a state-wide FM network, as well as in interstate exchange of FM educational programs.

Mr. Leitzell emphasized that Zenith has been continuously active in the fight to retain a portion of the 50 mc band for FM on behalf of rural radio service. The radio firm has been supporting the Lemke Bill, now in hearings

WEFM Plans Expansion Into Wisconsin

100 Agency Men, Clients Attend WOW's TV Clinic

MORE THAN 100 agency representatives and leading clients attended first of three sessions of a WOW Omaha commercial television clinic March 12 at Omaha's Hotel Fontenelle, management of WOW reports.

Session was labeled "WOW-TV Advertisers' Training Course," and included such subjects as the past, present and future of commercial television, its status so far as networking is concerned, the status of television advertising, a sizeup of the television receiver situation, and the television picture as it applies to Omaha. WOW has a commercial TV grant for Omaha. Completion date for station, which will operate on Channel 6 (82-88 mc) under call letters WOW-TV, is Sept. 30, 1948.

Second WOW-TV television training session was held at Creighton U., Omaha, on March 19, when the topic discussed was "Television Equipment and Commercial Production."

U. S. Discs Abroad

ARRANGEMENTS have been completed for pressing and distribution to England and Australia by Towers of London Ltd., international transcription organization, of Bullet platters. Bullet Records is an American firm headed by Jim Bulleit. Oliver W. Nicoll, Towers vice president and national director for the U. S., handled the deal for his firm.

Writes on Method Of Enforcing Code

Educate Industry and Mold Public Opinion, Law Student Suggests

NAB should undertake a campaign of industry education and molding of public opinion as it prepares to operate under new Standards of Practice, according to conclusions reached in a paper prepared by Ben K. Baer, first-year law student at Yale.

Based on extensive research, Mr. Baer offers his conclusions in a "Memorandum for Mr. Justin Miller." He was assigned the task by the law school, which instructed him to assume he was NAB general counsel and to write a memo on the subject, "Enforcement of the Proposed Standards of Practice of the NAB."

After discussing and rejecting four proposed methods of direct enforcement of the standards, Mr. Baer advised NAB that the solution "must come gradually and slowly through a process of evolution. Ethics should not be legislated, but must come voluntarily through a process of education of the industry and the shaping of public opinion."

NAB's choice, he said, is "strict supervision of program content and commercial policies by the FCC," or adherence to a constructive code representing "a distillation of the industry's needs." "As such, it will be respected by all broadcasters, who will support the NAB in its enforcement," he wrote.

Czar Idea 'Too Remote'

Noting there is no way for NAB to enforce its code through the courts, Mr. Baer rejected coercive pressure, such as blacklisting and boycott, as dangerous under the Sherman Act. He said the czar or commissioner idea "is too remote for present day use" and might weaken NAB. FCC or Federal Trade Commission enforcement of standards would bring the government into program and commercial regulation on a dangerous scale, he concluded.

Mr. Baer said network regulation through contract clauses demanding code adherence might be legal if no conspiracy existed, but pointed out practical objections such as unwillingness of networks to jeopardize relations with stations.

CBS Renewals

RENEWAL of two daytime serials have been announced by CBS. General Foods Corp. has renewed *The Second Mrs. Burton*, heard Mon.-Fri., 2-2:15 p.m., for La France and Satina, through Young & Rubicam, New York. Procter & Gamble, for Spic & Span and Ivory Flakes, has renewed *Perry Mason*, heard Mon.-Fri., 2:15-2:30 p.m., through Benton & Bowles.

March 29, 1948

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

A Continuing Study of Major Radio Markets

Study No. 1

Washington, D. C.

This door is always open to advertisers seeking more sales from radio and television. Since 1929 we have helped national and regional clients achieve impact on the Washington market and the Washington influence on the national market.

HENRY J. KAUFMAN & ASSOCIATES, HOMER BUILDING, WASHINGTON 5, D. C. ★ DISTRICT 7400

First of a Series

Dominating the Greater Washington Market with . . .

Power Programs Prestige

In sports WMAL-TV brings top attractions and top sportsmen into your home. Jim Gibbons (seated, center) welcomes Jim Castiglia, Redskin star, and A. L. Ebersole, Nat. Bowling Council Chairman, to his popular "Sports Cartoon-a-quiz" with Cartoonist Bill Willison to sketch the clues.

"On Wings of Thought" stars Robert L. Friend, master mentalist (in white jacket), who amazes all Washington with his unbelievable feats of mentalism, mind reading and thought projection. He can project "Buying Impulses," too!

Wherever things of top interest are taking place, WMAL-TV's Mobile Units and Image-Orthicon Cameras are on the scene. And Burke Crotty, WMAL-TV Director of Television, with more "television firsts" than any man in the industry, is on hand to direct top-flight production and entertainment.

Nearly half-a-million dollars worth of the newest and finest television equipment provides WMAL-TV's expert staff the means of bringing the finest in television entertainment into the homes of this vast market, every night in 1948!

Towering high above everything in Washington, WMAL-TV's ultra-modern Six-Bay Super-Turnstile Antenna is the highest point in the entire Nation's Capital! Just one of the reasons why WMAL-TV is Washington's most powerful TV station. Popularity? One of the reasons is that WMAL-TV was the first to meet Washingtonians' demand for top television programs seven nights a week. And The Evening Star's 96 years of predominance in Washington makes The Evening Star Television Station the most ACCEPTED in Washington homes.

Owned and Operated by
THE EVENING STAR BROADCASTING COMPANY, INC.

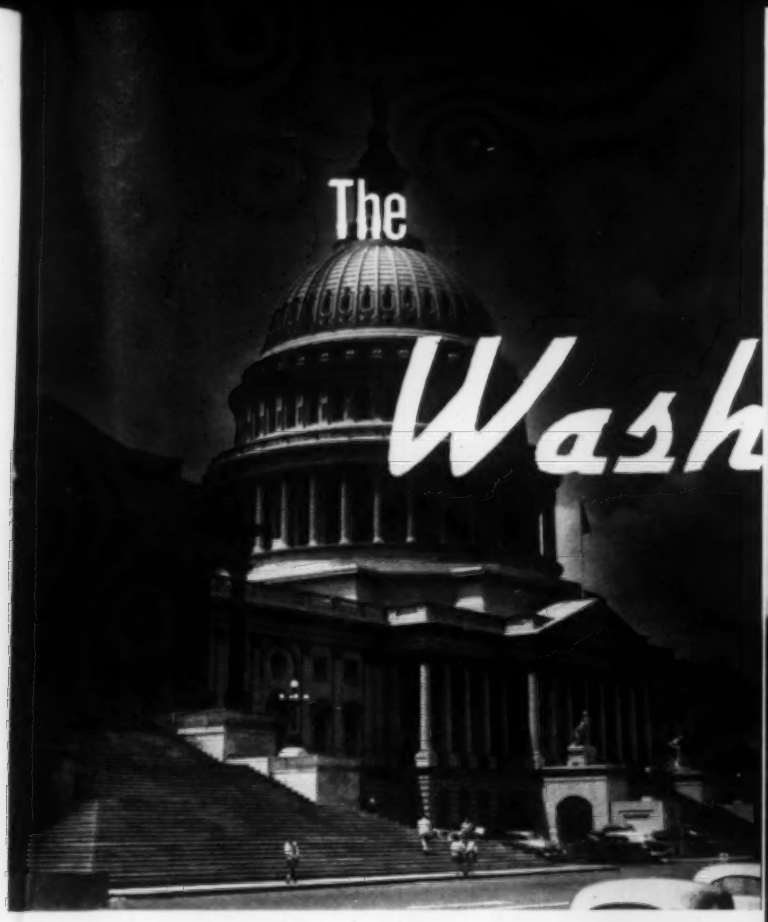
WMAL-TV

Washington's Most Powerful—and
First Seven-Night-a-Week Television Station

WMAL
5000 WATTS 630 K. C.
BASIC ABC NETWORK

Represented Nationally by
ABC SPOT SALES
NEW YORK • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

WMAL-FM
107.3 MEGACYCLES
(Soon to take the Air)



First of a Series

The Washington Radio Market

By BILL THOMPSON

PLACE ONE END of a compass on the dome of the United States Capitol. Swing the other end clockwise down the Delaware-Maryland line, across the mouth of the Potomac River, up through central Virginia, southern West Virginia, and the battlefields of Gettysburg—then cross out the Baltimore trade area.

Now you have a picture of the billion-dollar-plus market that 13 Washington AM, 13 FM and 4 television stations, operating or authorized, are trying to capture for some 400 advertisers.

To understand why Washington has attracted so many station investors, these claims for the area must be recognized:

- Its population has made steady gains every year since 1840. (New York, Chicago, and San Francisco, usually regarded as top markets, have been up-and-down since 1930.) April 1947 Census Bureau figures set the population at 1,205,000.
- Its retail "big business" exceeds that of Cleveland or Boston.
- It is relatively depression-proof.
- More than 97% of its families own radio sets.
- It is one of the most important centers of television programming in the world by virtue of being a national as well as so-called world capital. It is probably second only to New York as a video center.
- Some 35,000 FM receivers are in use in Washington alone. (FMA estimate)

The compass circle is much larger than the Metropolitan Washington area as charted by capital trade groups. Research specialists at several stations point out that thousands of shoppers from towns east of Chesapeake Bay, south almost to Richmond, Va., west to the Blue Ridge Mountains, and northwest and north beyond the state lines of West Virginia and Pennsylvania "save up" for periodic buying sprees in the capital.

Coverage Claims

Only through radio do these thousands hear the Washington story.

Baltimore lays claim to that portion of the circle between "12 and 3 o'clock"—in flier's language—but Washington's radiomen won't relinquish all of this area. They define the Baltimore market as "Baltimore proper—plus its environs north and east." Many suburbs on the south and west are claimed for Washington.

Washington is the nation's capital, the 'big town' in this area. People postpone buying until they come here. Then they stay to see the sights.

Here's another point made by capitalites: Maryland enacted a 2% sales tax in 1946. Washington has none. You can add to that the fact that hundreds of Baltimorians commute to D. C. daily, buying while they're in the city.

Prior to 1940, Washington had only four stations—all owned by or affiliated with networks. WRC first took the air in 1923, WOL a year later, WMAL in 1925, and the predecessor of WTOP in 1927. Eventually, they became outlets for NBC, Mutual, ABC, and CBS, respectively. In 1940, Lawrence J. Heller, an attorney, founded WINX, and a year later Stanley Horner, a Buick dealer, formed WWDC. All are fulltime operations.

Since the war, seven AM daytime stations have been licensed and one has received a construction permit. WPIK Alexandria, Va., was launched shortly after V-J Day; WARL Arlington, Va., took the air in November 1946; and WGAY Silver Spring, Md., a month later. Last year, WQQW, seventh and last station to be licensed in the District of Columbia proper; WEAM Arlington; WBCC Bethesda-Chevy Chase, Md., and WOOK Silver Spring, Md., got into the act. WFAX Falls Church, Va., is under construction.

Of 19 TV stations now serving 12 U. S. cities, Washington has three: WTTG, owned by the Allen B. Du Mont Labs. Inc., WNBW, the NBC station; and WMAL-TV, owned by the *Washington Star*. A fourth permit has been issued to WOIC, owned by the Bamberger Broadcasting Service, Inc.

Seven FM stations are on the air and CP's have been granted to seven more.

Capital Market

Why all this rush to start radio stations in the shadow of the Capitol dome?

BROADCASTING asked this question of station officials—of both old and new companies—as well as many advertising agency men handling radio accounts. Here are the answers:

★ Washington's stability is reflected in Dept. of Commerce studies for the years 1939 to 1946, showing that while the per capita gain in income for the nation was 123%, D. C.'s gain was only 52%.

(Continued on page 34)

Washington

(Continued from page 33)

Yet, the per capita income in Washington today is $1,569.

★ Metropolitan Washington is the tenth largest retail trade area in the nation. Already, hundreds of government workers who were transferred to other cities during the war are returning. (The area has the highest percentage of high-income "white collar" workers in America—but not all of them work for Uncle Sam. Private business employs two workers for every one in government.)

★ Retail sales in the metropolitan area totaled more than one billion dollars in 1945 at the time the new stations started springing up. Baltimore had approximately $900,000,000, Cleveland $850,000,000, Boston $800,000,000 and San Francisco $700,000,000 at the time. (Washington's total today is about $1,150,000,000.)

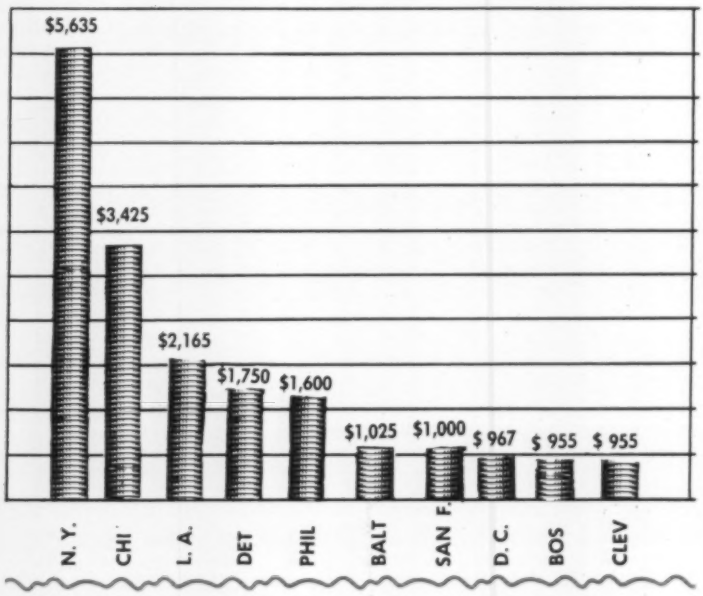
Not only during the war years but also when the nation's business has been in a slump, retail sales have topped the nation's average. In periods of prosperity, sales have been slightly below the average, thus dispelling any argument that Washington is a boom-and-bust market. During 1946, as government employment declined, retail business dropped below the U. S. average, but last year, as Federal employment stabilized at about 225,000 (with gross monthly salaries of 62 million dollars), retail sales picked up and again are near the national level.

Many Small Firms

Washington claims a greater number of small enterprises than any other city—many of them potential radio advertisers. A "dress up" town, with practically no heavy industry calling for work clothes, its people require many personal services such as laundering and cleaning. Of 15,130 concerns, 37% are in the service business; 40%, wholesale and retail; 9%, finance, insurance, and real estate; 8%, contract construction; and 3% each in transportation - communication and manufacturing. To those who think the Capital City has few employers, these facts may come as a surprise: 35 firms have more than 500 workers; 230 between 100 and 500; 365 from 50 to 100; and 14,500 less than 50.

TOTAL RETAIL SALES 1946
Ten Leading U. S. Cities

(Figures in millions)



Emissaries go forth from the Capital every day to make it one of the nation's most influential markets. Legislators and government officials do considerable traveling, and the many adopted Washingtonians make frequent trips to their home states. To a marked extent their purchases are copied by the home towners, some of whom wait until they visit Washington to buy.

Income taxes paid for the year ended June 1946, exceeded those paid by the entire populations of 29 of the 48 states, according to the Bureau of Internal Revenue. The average Washington family has about $2,000 in the bank and an average of $1,900 worth of U. S. Savings Bonds—more than the figure for any of the 48 states.

Radio families numbered 96.2% of all families in the Washington area in 1946, BMB reports. An unofficial survey just compiled by one big station shows nearly 98% for 1947. There are approximately 362,000 families with radios within the District of Columbia itself.

These facts have influenced the seven postwar stations to invest more than a half-million dollars in transmitters and studios—an average of about $70,000 each.

Time Sales Soar

What is being done to help the investors to realize a return on their money?

Teamwork between a dozen live-wire agency men and commercial managers of the various stations has doubled the total radio time sold in the Washington area since 1945. In 10 years it has increased the value four-fold. In 1947, the agencies alone had radio billings in excess of $3,000,000.

These agencies handled an estimated 60% of all area accounts and more than 90% in Washington proper. The big stations—WRC, WMAL, WTOP, WOL—do not handle accounts direct. They have small commercial staffs to promote sales (WOL has only two salesmen), but once the prospect gets warm, they let an agency take over. If the agency can't handle an account, the station does the servicing but doesn't cut the rate. It just keeps the 15% agency commission, which is included in every rate quoted in the Washington area.

Few salesmen cut prices. Most of them prefer to make the 15% for their station, roll up their sleeves and tackle the production job. Those on the newer stations find they must sell and service many accounts, the agencies doing the bulk of their business with network stations.

"The agencies won't work for us when the big boys have such choice adjacencies to offer," explains R. Kilbourne Castell, co-owner of WARL Arlington.

Agency Parade

Leading the agency parade in value of local accounts last year was Kal, Ehrlich & Merrick Advertising, with $850,000 or 28% of the radio billing total, the firm claims. Henry J. Kaufman & Associates, with K. E. & M. the capital's two largest general agencies, has a smaller local radio staff, but handled more than 20% of the billings, they estimate. Their billings are 48% national, 6% industrial and 44% local, according to a company spokesman. They are affiliated with the National Advertising Agency Network.

Harwood Martin Advertising Agency and Courtland D. Ferguson, Inc. are among the larger agencies. Mr. Martin estimates the firm handles 15% of the city's billings. The Ferguson company says it has quadrupled its billings since 1936. The Lewis Edwin Ryan agency recently added the large Capital Airlines account to increase its billings considerably. The Enders Advertising Agency has been very active since its founding in 1945.

Others doing an important job in Washington radio are: Advertising Inc.; M. Belmont Ver Standig; Alvin Epstein; Williams, Stark & Hinkle; I. T. Cohen; Kronstadt Adv. Agency; Jackson-Young & Associates, specialists in the Negro market.

The sparkplug of Kal, Ehrlich & Merrick's radio department is 37-

(Continued on page 36)

HEADING THE SEVEN AM'S IN THE DISTRICT

On a dollars-and-cents basis in Washington it's

WWDC

There are six full-time stations in Washington — all hungry for your business. Which one is the best buy for you?

Can you pick it by checking Standard Rate & Data for wattage, call letters, reputation? Is that the smart way to buy time in Washington?

NO!

WWDC isn't the most powerful station in Washington.

WWDC may not be the most famous station in Washington. BUT . . .

IT'S A FACT that local advertisers, who must make every penny count, buy more time on WWDC than any other station! AND . . .

IT'S A FACT that national spot business on WWDC has jumped over 600% in less than two years! AND . . .

IT'S A FACT that you get *more* listeners for *less* money from WWDC than any other station in Washington!

So if you're buying time on a dollars-and-cents basis, WWDC is your best buy in Washington.

AM WWDC FM

The D. C. Independent

REPRESENTED NATIONALLY BY FORJOE & COMPANY

Mr. Hayes . . . WPIK Mr. Eaton . . . WOOK Mr. Stanley . . . WEAM Mr. Brechner . . . WGAY Mr. Castell . . . WARL Mr. Egolf . . . WBCC

HEADING THE SUBURBAN AM OUTLETS

Washington

(Continued from page 34)

year-old Alvin Q. Ehrlich, partner in the agency since 1935.

Formerly advertising manager of Raleigh Haberdasher, one of Washington's swankier stores, he is well versed in merchandising.

Mr. Ehrlich deplores the fact that Washington's department stores "don't know how to use radio." He wishes they would take a lesson from "Mr. Tash, the Manager," whose New York Jewelry Co. has increased its business fivefold in five years.

The Tash Tale

In 1942, when Jeweler Leon A. Tashof first listened to Alvin Q's sales spiel, he was grossing less than $100,000 yearly. He decided to "gamble" $11,000 on the spot announcement: "You take a chance on romance and I'll take a chance on you." Results were so encouraging that he allocated $46,300 for radio in 1943 and by 1946 was spending $76,000.

From a store 12 feet wide with 12 employes, Mr. Tashof moved to a nearby three-story building with 6,000 square feet of floor space. He now has 71 employes and is grossing more than a half-million dollars.

"Radio did it," says Mr. Tashof. "I'll take 50 spots a day in preference to any other advertising in the world."

Kal, Ehrlich & Merrick handle an average of 1,000 spots and 225 programs a week. Their present list of 150 accounts embraces nearly every type of enterprise in the Washington area. The agency is known as "Ye Olde Ad College" since four of its alumni—Mr. Ferguson, Mr. Cohen, Robert J. Enders and John E. Waterfield — have formed other firms.

Topping this quartet in billings, agency men say, is Mr. Ferguson, who has dreamed up dozens of catchy spots, including the whispered command: "Don't make a move without calling Smith's."

Resounding Whispers

Arthur Clarendon Smith, president of Smith's Transfer & Storage Co., started in business in 1909 with two wagons, four horses, and a $500 loan from his wife. For 33 years, he was "just another transfer man," occasionally advertising in the newspapers or buying car cards. Five years ago he met Mr. Ferguson and took a $10,000 "flier" in radio. He was grossing $200,000. Last year he spent more than $40,000 out of a $1,200,000 gross. His equipment and personnel have tripled and his warehouse space is five times greater.

Mr. Smith personally sold radio to the Lincoln Warehouse Corp., New York City, and handed the account to the Ferguson agency. Lincoln uses the same "Don't make a move" routine.

Lewis Edwin Ryan founded the first radio agency in Washington, pioneering in commercial broadcasts as early as 1926. In 1931, Jeffrey A. Abel formed a radio department in the big Kaufman agency, and later the same year Mr. Ferguson set up a radio division for the Kal Company, predecessor of Kal, Ehrlich & Merrick. He formed his own firm 10 months later.

Jeff Abel recalls pushing announcements at $7.50 each in 1931, but the Ferguson agency did the first land office spot business in 1934. It relinquished its lead in recent years when K.E.&M. started going for radio in a big way, but Courtland Ferguson still is Washington's champion of spot radio.

"Repetition on the air is one thing, irritation another," he says. "I'm not interested in offending the listener. Some spots are planned that way deliberately, but not by me. I maintain that a listener doesn't retain an announcement in his memory even if he hears it three times. He must hear it at least a dozen times. Think how often you hear a person say: 'What's that again?' Sure, frequency is what counts."

Bids Spots Goodbye

In sharp conflict with Mr. Ferguson's thinking is that of Harwood Martin, whose agency has produced one $50,000 network-type extravaganza and who personally feels "spots are on the way out." Mr. Martin cracked the ice between radio and Washington's big department stores in the winter of 1946-47 with Woodward & Lothrop's first half-hour show, *Washington Prelude*. It featured a 22-piece orchestra, singing stars from the Metropolitan Opera, and dramatic scenes from capital history enacted by such theatre greats as Jane Cowl.

"This signals the advance in quality of live broadcasts originating in Washington," boasted NBC, whose outlet WRC presented the show.

Said Impresario Martin:

"Now we are ready to slug it out toe-to-toe with the networks. Washington radio has become a guest in the home. No longer will it toss notes through the door."

Few agency men or station program managers agree with Mr. Martin, the former photo-engraver, commercial artist, and creator of elaborate newspaper layouts. But George Wheeler, program director of WRC, goes down the line for him.

"Radio needs ideals and should press toward a goal," said Mr. Wheeler. "Programs are more palatable than spots. It is better to do an integrated job than diffuse something unplanned. The client will be prouder of his campaign and derive greater satisfaction from it."

Washington Prelude was on the air 26 weeks. Harwood Martin is still enthusiastic and points to other quality programs he has produced on a smaller scale which have clicked. Foremost is *Dreams Come True*, which is credited with increasing business of the P. J. Nee Furniture Co. 8% the first year, 12% the second, and 20% the third.

To those who shake their heads at the comparatively short life of Woodward and Lothrop's *Washington Prelude*, Henry J. Kaufman, head of the firm that bears his name likes to point to the Potomac Electric and Power Co.'s *Matchless Service* show which featured local talent and was on the air for two years. Produced at a cost estimated by Mr. Kaufman at half of that for the department store program *Matchless Service* earned a high rating for itself.

Speaking of the agency picture in Washington Mr. Kaufman said that there are agencies in the city, including his own, which are capable of handling the larger national accounts as well as local advertising. He is enthusiastic about the possibilities of Washington as a center for national advertising campaigns and cited the fact that much of the country's news originates in the city. The agency is handling a sizable number of television shows as well as those for aural radio and for other media.

Room for Both

The Kaufman agency's radio department has divided its radio accounts between national and local with the former having slightly the best of it. Under experienced Jeff Abel the firm has pursued a middle-of-the-road policy on programs and spots.

"There's a place for both types of broadcast," says Mr. Abel. "Nine out of ten small advertisers get better results from spots and should be kept rolling on these until they get big enough to sponsor programs. Agencies—and stations, too—should help clients grow. They should advise them against plunging. Counselling is half of our business."

A potential ball-of-fire among Washington advertising men is 27-year-old Bob Enders. When he quit Kal, Ehrlich & Merrick two years ago to start his own firm he took 15 accounts with him. Now he claims 45 and has grown in dol-

(Continued on page 38)

Market Stability

While the per capita gain in income for the United States for the years from 1939 to 1946 was 123% the Washington gain in those years was only 52%. Yet the per capita income in Washington at the end of that period was $1,569, compared to $1,633 in New York and $1,531 in California.

daytime

319,620 BMB Radio Families
in 42 counties*

nighttime

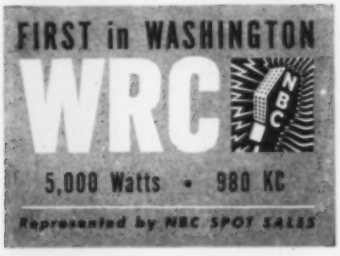
360,280 BMB Radio Families in 36 counties*

WRC has a greater audience than any other Washington station

BY AUDIENCE LEVELS WRC leads all other Washington stations at *all* BMB audience percentage levels at night—and at 8 out of 9 audience levels in the daytime.

BY GEOGRAPHIC AREAS WRC leads all other stations in the District of Columbia (BMB Station-City Audience) . . . in the Washington Metropolitan area (BMB Metropolitan District Audience) . . . and in the total BMB Station Audience Area!

Station Audience Reprint containing complete BMB audience information (BMB Study No. 1, March 1946) and BMB daytime and nighttime maps are available on request.



THE NATIONAL BROADCASTING COMPANY

(Continued from page 36)

lar volume seven times. Starting with five men, he now has 13.

Like the firm which is his alma mater, Mr. Enders pushes both programs and spots. Early last year he competed with five nationally known agencies in landing a Veterans of Foreign Wars account. He went to Hollywood to produce the 13-week transcribed series *Our Land Be Bright*, which was aired on 518 stations from coast-to-coast.

Locally, Mr. Enders' biggest successes are the musical spot "It's Kopy Kat . . . It's Kopy Kat", sung by a girl trio to advertise women's frocks, and the wide range of programs sponsored by George's Radio & Television Co. George's has the largest radio appropriation in Washington—$150,000 annually, spread over nine AM, FM, and TV stations.

Kopy Kat's first appropriation for radio was $400 a month. When sales doubled in four months, the women's wear chain kept adding more and more spots until radio now gets $12,000 monthly.

The Enders agency claims to be the first advertising firm in the country to buy time for itself. In June, 1946, it sponsored a series of 15-minute transcribed programs advertising its own stock-in-trade.

The Enders agency is active in television as well, having been signed to handle Admiral Corp.'s TV rights east of the Mississippi. Five local shows are being handled weekly plus 27 spots during the same period for George's Radio & Television, retail dealer in Washington.

In the Offing

Among members of the advertising fraternity predictions of things to come in the Washington AM field fly thick and fast. A few comments follow:

FERGUSON—"Radio rates are rising too fast. In 20 years, newspapers have increased rates only about 40% while radio stations have multiplied theirs by four . . . If a station fails, blame the unions. Engineers, musicians, and artists are pricing themselves out of the market . . . Network outlets should remain solvent because they pay only part of their expenses . . . But they are too conscious of ratings. Their originality is drying up. Too often, a perfectly good program, which eventually would do a big selling job, is yanked off the air 'because its Hooper is down' . . . The larger stations are stifling small business by replacing as many as six or eight spots with one program. Instead of using ingenuity to work commercials into their programs in good taste, they take the easy way out by condemning the briefs as 'irritating'. This practice, fostered by FCC's Blue Book, is leading to monopoly of the air by a few advertisers. If a few big fellows get control of the air, rather than a fighting army of small enterprisers, it will be easier for an Administration unfriendly to the American system to take over radio."

ABEL—"There is too much competition. The area can't support 13 AM stations. Suburban operators have a place only in their own communities . . . Most stations have been lax about maintaining goodwill with a client. Too many say: 'That's the agency's account, so we can forget it.'"

MARTIN—"Small stations will have a place in the Washington area as long as they concentrate on small advertisers' programs . . . With the war over, emphasis should be on selling particular products. Retailers have the goods now. No longer do they have to explain why their cupboards are bare . . . Programs on a high level can do a great selling job for the little fellow. Dignified announcements should be sandwiched in carefully . . . There are advantages to selling co-ops, but station salesmen who desire to build up an advertiser's personality will get better results with original local programs."

EHRLICH—"Case histories in our agency show that any number of sensational business successes have been accomplished through the use of radio only. Too many advertisers have considered radio as a supplementary advertising medium, using it on an experimental basis. Department stores are an instance. Intelligent buying of time, care and merchandising, follow-thru or consistency is the formula which we used to build Washington's largest radio billing. After all the only way for Kal, E & M to get more radio volume *is by* producing results for advertising."

Independent Success

The advantage Goliath had over David was nothing compared to the edge Washington's four big network stations had over 250 watter WWDC when it entered the Capital radio picture in 1941. Yet in six years WWDC has acquired the second largest Washington audience during certain periods according to a recent area sampling study made by NBC.

The independent WWDC's *1450 Club* has higher ratings than many big-time network shows in certain periods of the day, this NBC survey shows. The station is found to attract nearly twice as many Negro listeners as WRC. (The NBC-owned WRC, WMAL, ABC affiliate, and CBS-owned WTOP have been either first, second or third in a large number of recent surveys. They have excellent sales and programming set-ups, which complement those of the strong networks behind them.)

WWDC made its longest stride when WOL cancelled its all-night broadcasts in December 1943. The night WOL left the air, WWDC came on, taking over the late audience. When the Mutual station let its popular organist-personality Art Brown go to WHN New York, then lost Sportscaster Russ Hodges to the New York Yankees, WWDC signed an early-morning "character" named Mike Hunnicut and went all-out for sports with complete coverage of Washington Senators baseball and Maryland U. football games plus broadcasts of various sports events from the Capital's Uline Arena.

Return to Racing

Last summer WOL, altering its "conservative" policy, brought back Mr. Brown, hired Mr. Hunnicut away from WWDC, and put horse racing back on the air. Both stations had suspended race results in 1946. At the same time they had applications before the FCC for FM grants. WOL put racing back on again shortly after its CP came through.

"The public wants racing information," explains Commander T. A. M. Craven, WOL's general manager and former FCC member. "We don't think it's improper. The public also wants money giveaways. If we can find a formula acceptable to the FCC, we will carry those, too."

WWDC returned its racing information to the air and strengthened its announcing staff with several well known radio personalities.

Station men throughout Metropolitan Washington, with the exception of WWDC's reticent general manager, Ben Strouse, concede that WWDC is in better shape financially than many other operations in the area.

Mr. Strouse is willing to concede that WWDC's volume has increased five times since it took the air, but he discounts prosperity claims "because costs have risen, too."

"Announcers got $35 a week when we first took the air, and engineers were paid only one-third of what we're paying them now," he points out.

The position of WINX in the Washington market is an interesting one. From 1944 when the *Washington Post* first acquired the station until the end of 1947 the policy was not too well defined. At that time a drastic revision of the program structure was made. Frankly patterned on WNEW in New York the station began block

(Continued on page 40)

Basic Rates

Here are the basic one-time hour rates charged by Washington's AM stations:

WTOP, $375; WMAL, $300; WRC, $300; WOL, $240; WBCC, $224; WOOK, $150; WWDC, $140; WINX, $120; WPIK, $120; WARL, $90; WGAY, $80; WQQW, $60; WEAM, $55.

Television evening rates for Class A time are as follows:

	WTTG	WMAL-TV	WNBW
1 hr.	$250	$250	$250
½ hr.	150	150	(only rate
20 min.	120	125	quoted)
15 min.	100	100	
10 min.	75	85	
5 min.	50	50	
1 min.	25	25	

Basic FM rates for one-time evening are: WASH $32.50; WBUZ $32.50. All other stations offer time as bonus with purchases on their AM affiliates except WGAY-FM which charges a basic $20 an hour rate at night.

Mr. Crotty
WMAL-TV Director

Mr. Compton
WTTG Manager

Mr. Russell
NBC Washington V. P.

Washington's plumb Hillbilly Silly

If your little black book lists Washington, D. C. as a market of suave, sophisticated, blasé souls whose only aim in life is a White House invitation, it's time to change your mind.

They just don't grow enough corn to satisfy the appetites of Washingtonians. ("Washingtonians" is a loosely-used term applying to persons from Montana, Texas, Nebraska, North Carolina and 44 other States).

Take WOL'S "Hillbilly Parade," featuring no less a bucolic character than "Gramps." One sponsor (a florist) writes us: "Believe it or not, Gramps . . . before you finished talking our phones rang . . . that was 10:45 AM . . . and during the next thirty-five or forty minutes we handled over ONE HUNDRED calls . . . Other business houses were unable to place or receive calls for over an hour. You had Silver Spring communication completely tied up."

And was "Gramps" offering a free trip to the Moon? No, indeed. He merely mentioned that the sponsor had a free poinsettia or African violet for the first five listeners who phoned.

Another advertiser (bicycles, velocipedes, etc.) writes us: "Direct results from radio advertising over your station were called to our attention by the frequent mention of customers who had called or come to our store because they had heard our announcements on the Mike Hunnicutt morning program or on the Saturday Hillbilly Parade."

There's a showdown at the hoe-down on the Potomac. Washington's "natives" from the "States" are demanding mountain music and prairie ballads.

And they'll pay a pretty penny in profits to him as gives it!

The "Hillbilly Parade" with "Gramps" has a few choice availabilities from 9:30 to 10:30 Saturday morning and each night—Monday through Friday—from 11:30 to 12:00 Midnight.

Give Katz a call!

BASIC MUTUAL

A COWLES STATION

WOL

"THE VOICE OF WASHINGTON"

Represented nationally by
THE KATZ AGENCY, INC.

Washington

(Continued from page 38)

programming and built up its disc jockey programs.

Jerry Strong is heard from 6 to 9:30 a.m.; Howard Williams' *Band Stand* from 10 to 12 noon; the *Joe Dosh Show* from 1 to 3 p.m.; *Music Hall* from 4:30 to 8 p.m.; the *House That Jack Built* from 11:30 p.m. to 1 a.m. Five minute newscasts are aired every hour on the hour.

Block programming has paid off for the station. Since January 1, the station has added 128 new clients.

Across the Potomac

Rivalry exists between suburban Arlington's WARL and WEAM similar to that between WOL and WWDC. WARL found what it believed its public liked, then hewed to the line. WEAM tried for a classical music audience but has modified its plan to some extent.

First of the capital outlets to change ownership because of the economic pressure created by the suddenly expanded media picture, WEAM has an application pending at FCC for sale at $67,500 to Harold H. and Meredith S. Thoms, North Carolina broadcasters. WEAM reported operating loss in excess of $63,000 for first 13 months.

WARL has featured hillbilly music since it took the air in November 1946. Its five-piece orchestra, with a trick fiddler, roams the Virginia countryside weekends, gaining rural listeners. The WARL studios occupy two three-room suites in an unpretentious apartment house, but the station is keeping within its income.

Last August a higher Hooper furnished WARL the ammunition for a sales drive. As a result, there were few availabilities during the last three months of 1947.

WEAM was billed "Station of the Stars" when it took the air last April from the top floor of a flossy new office building. J. Maynard Magruder, member of the Virginia House of Delegates, headed a group of Arlington businessmen who plunged a reported $700 weekly on Pianist Little Jack Little, signed "The Voice of Experience," and Billy Repaid, "the flying reporter."

By October, all of WEAM's stars had blinked out but Mr. Repaid. A new management headed by Raymond Brown Jr., formerly of WOL, and including Howard Stanley, who recently resigned as CBS' director of advertising and sales promotion in New York, already is making friends, but on a more modest scale. The first act of the new administration was to register righteous indignation over money giveaways, such as WARL uses. Members of the Arlington Ministerial Alliance, it is said, agree with Messrs. Brown and Stanley that it was only right and just for the FCC to order WARL to show cause why its *Dollars for Answers* program is not a lottery. A few weeks ago Mr. Brown left WEAM. Mr. Stanley is now general manager.

On the WARL spot program, sponsored by Zlotnick the Furrier for three minutes every half-hour, a question is asked and immediately answered by the announcer. Promptly, a name is selected at random from the telephone directory, and the person chosen is called and asked the same question. If he answers correctly, he receives a cash prize. If he fails, he receives no prize.

FCC Examiner J. B. Bond took the WARL case under advisement in November following a show-cause hearing. Frank U. Fletcher, the station's co-owner who appeared as defense counsel, pointed out that such money giveaways as *Pot o' Gold* previously had been given a green light by Justice Dept.

Maryland Metropolis

WGAY, with an early start, appears to have the edge over WOOK in the battle for Silver Spring, largest suburban shopping area in Metropolitan Washington and second biggest trading area in Maryland. WOOK's owner-commentator, Richard Eaton, divides his time between studios—as well as accounts—in both Washington and Silver Spring. He makes no secret of the fact he is after business on both sides of the Maryland-D. C. line. One of WOOK's principal features is the Alice Lane *Good Neighbor* hour from 10 to 11 a.m. Miss Lane, a well known Washington radio personality, was formerly with WWDC.

WGAY's co-owners, John W. Kluge and Joseph L. Brechner, are more subtle. Along with Willard D. Egolf of WBCC Bethesda-Chevy Chase and Howard B. Hayes of WPIK Alexandria, they are distinguished among suburban station owners for having attracted downtown accounts by building sales for community advertisers. Fifty per cent of WPIK's advertisers are Washington firms. WGAY boasts 40% from across the line, and WBCC 30%. All three stations are beginning to show small but steadily increasing profits.

FM accounts are still hard to sell in Washington area, despite the fact an estimated 35,000 FM sets and 3,000 converters are in use. WASH, only station in D. C. devoted exclusively to this method of broadcast, has an active sales organization, however, and since going commercial in December 1946, has signed a wider range of advertisers than most AM stations. The following groups have been tapped by WASH:

Universities, restaurants, realtors, furriers, tailors, an amusement park, metalsmiths, haberdashers, jewelers, bus lines, luggage shops, photo supply stores, advertising agencies, shoe stores, music stores, air conditioning concerns, garages, bottlers, toy and novelty shops, furniture and office furniture stores, clothing shops, radio and appliance stores, and a fluorescent lighting dealer.

In the opinion of WOL's Commander Craven, an FCC member from 1937 to 1944, FM has a long, hard pull ahead.

"FCC muffed the ball when it failed to get out its FM standards during the war," he recalls. "I, for one, favored getting FM engineering all set for a postwar boom. To put FM on top now will be a long process."

Commander Craven is more hopeful about television than FM, despite the fact WOL dropped $80,000 stringing along with CBS on color TV. (The Cowles station had hoped to become a CBS video affiliate but FCC refused to approve the network's color technique).

Hudson Eldridge, business manager of WASH, gives battle with anyone taking the view that FM is stymied—especially in the Washington area, one of the most active FM areas in the country. Needless to say, he disagrees with criticisms and points out that:

Washington, D. C., already has more FM grants than AM authorizations. Seven FM stations are now in operation. WRC-FM duplicates 100% of its NBC and local shows. Both WINX-FM and WWDC-FM duplicate most of their AM programs on a fulltime FM schedule. WPIK-FM and WGAY-FM duplicate their AM daytime shows, and continue after sign-off with exclusive FM programming at night. Both WASH and WBUZ originate exclusive FM programs not heard in the AM band.

Says Mr. Eldridge, "All new AM stations licensed in the capital area after the war have been daytime only stations. Thus, FM stations, which all have fulltime privileges will supply new programming and advertising opportunities in the Washington radio market during evening hours when the audiences are larger and the number of competing stations is smaller, with only six AM stations on the air."

FM Sales Pushed

Washington FM sales are being pushed by dealers who are both FM and TV conscious and who run large ads publicizing both new services. Many of the sets sold have combined FM and TV bands. Local agency people, formerly indifferent to FM, are evincing more and more interest as the audience increases.

All of more than two dozen station and agency men interviewed by BROADCASTING are enthusiastic about TV. Commercial managers say video is a cinch to break down department store resistance.

Already, the Hecht Co., which buys more than five million newspaper lines a year, topping all other mercantile advertisers, is spending more and more of its million dollar advertising budget for television. Hecht's recently sponsor-

(Continued on page 44)

RADIO LEADERS IN D. C. AGENCIES

Mr. Martin Harwood Martin	Mr. Ehrlich Kal, Ehrlich & Merrick	Mr. Ferguson Courtland D. Ferguson	Mr. Enders Robert Enders Agency	Mr. Abel Kaufman & Assoc.	Mr. Ryan Lewis Edwin Ryan

Picture Your Product in This Frame

The NBC Television Journal is now on the WNBW antenna with a circulation to an estimated 8600 receivers in Metropolitan Washington, D. C.

Johnny Bradford, RCA Victor recording artist, is the editor—and he does his job right before the eyes of the thousands of television viewers of the Washington area. Tuesday through Saturday from 7:05 to 7:35 p.m. EST, Johnny turns the pages of his latest edition, and folks throughout Capitaland are treated to a swiftly moving succession of songs by Johnny, the latest fashions, sports, book reviews, interviews, musical and travel films and news direct from the teletype.

Like any good magazine this one presents advertisements with a sparkle. At the moment there are several one-minute spots open to advertisers on Johnny's Television Journal—but there's no telling how long they'll be available. For television is really moving in Washington—WNBW now averages 29 local and network program-hours per week, and completion soon of the New York-to-Washington microwave relay is expected to make possible a 40 program-hour week for WNBW.

It's a pretty picture that calls for action now. 'Phone, wire or write WNBW or NBC Spot Sales for rates on the NBC Television Journal—one of video's first sponsor-participation shows.

NBC Television in Washington

WNBW

CHANNEL 4

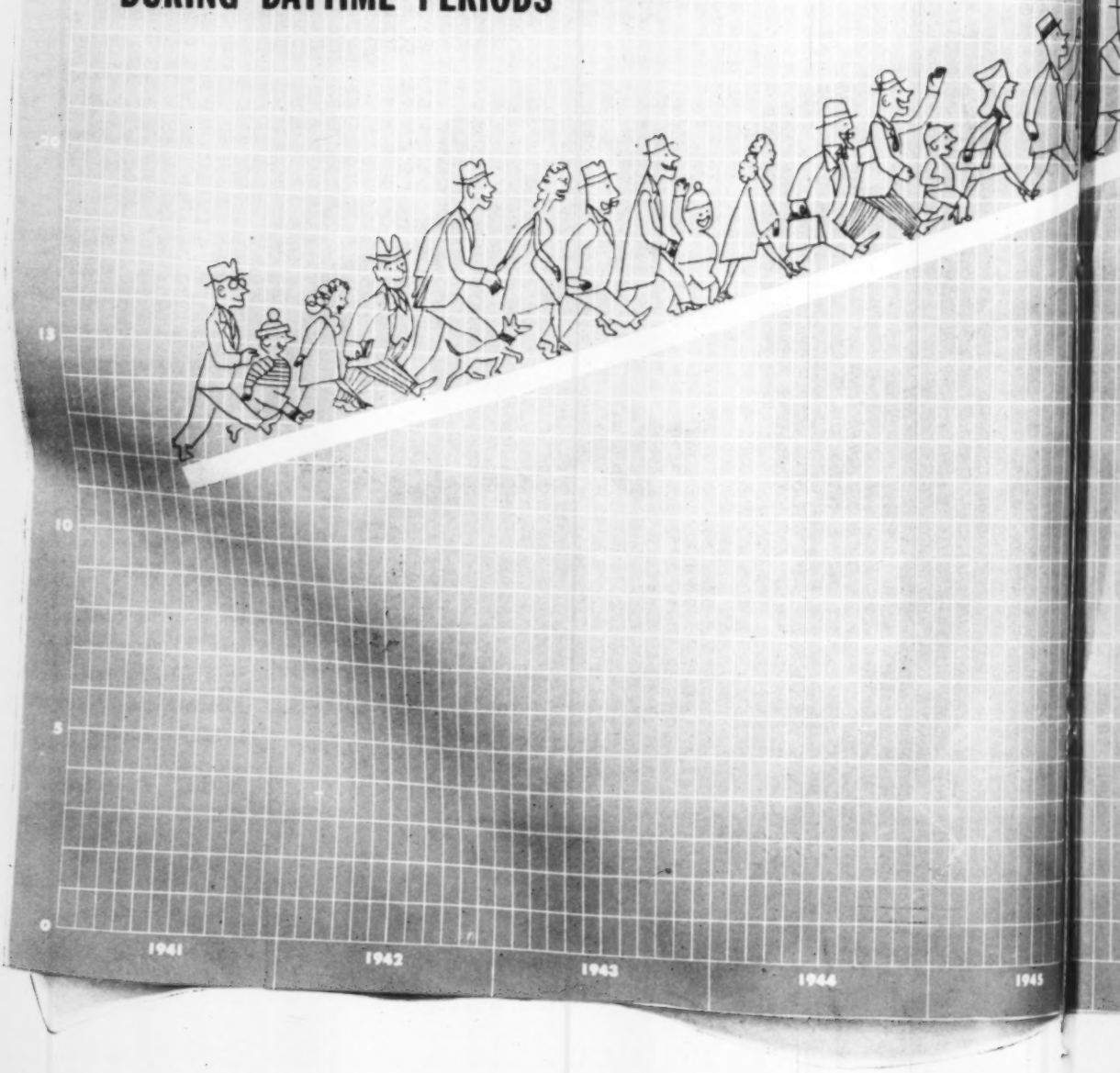
The National Broadcasting Company

A Service of Radio Corporation of America

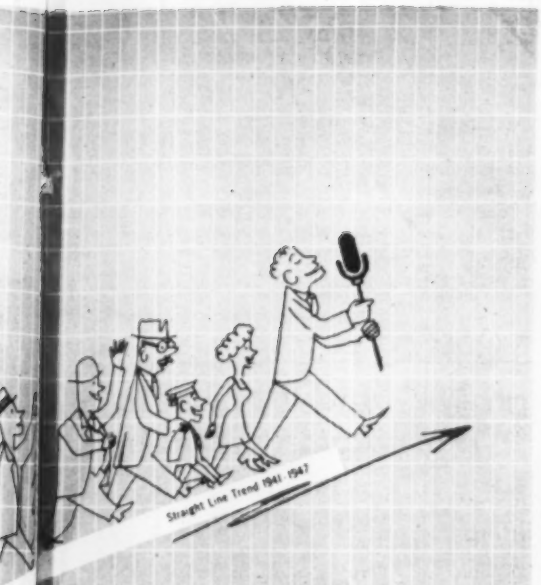
This brings our Octobe

(and larger than ever)

WTOP DELIVERS THE LARGEST AVERAGE SHARE OF THE WASHINGTON AUDIENCE BOUGHT BY LOCAL AND NATIONAL SPOT ADVERTISERS DURING DAYTIME PERIODS*



ead up to date!



...22.1% of all sets in use*

...25% more than any competing station*

...virtually twice as large a share of audience as in 1941†

1946 1947

THE popularity of WTOP's daytime local productions proves that the WTOP Program Department *knows* how to create capital program ideas... *knows* how to find capital talent (such as Arthur Godfrey, Arch McDonald, John Cramer, Claude Mahoney, Eddie Gallaher, Elinor Lee, Bill Jenkins and Henry Mustin)... *knows how to deliver capital audiences.*

To make your advertising dollar reach further in Washington, use the station with the most popular local originations—WTOP, Washington's only 50,000-watt station. For details call us or Radio Sales.

*C. E. Hooper—Dec. 1946-April 1947
†C. E. Hooper—May-Sept. 1941

WTOP Columbia Owned

Washington's only 50,000-watt station
Represented by Radio Sales, the SPOT Broadcasting Division of CBS, with offices in New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta

11.9%

5.7%

Grant Page
Ross Manvin
Clover Kelly
Vern Warren
Ted Lingo

more than

Nov-Dec. 1947

Memphis

OK as corrected
M. Mitchell

CLASS?

or

MASS?

reach *BOTH*
on *WQQW!*

IN WASHINGTON, D. C. the *class* audience is massive, loyal, influential.

IN WASHINGTON, D. C. this *good-music* station attracts quantity as well as quality in the competition for listeners.

WQQW

570 --- first on the Capital Dial

Washington

(*Continued from page 40*)

ed telecasts of Washington's big All High-All Prep football game at Griffith Stadium, five Golden Gloves boxing bouts, a series of fashion shows, and, during the pre-Christmas season, Santa Claus "in person."

There are an estimated 8,600 TV receivers in the Washington area in use. All are in homes except an estimated 704 in public places. Between 500 and 1,000 sets a month are being purchased. Capitalites got hepped up over the new medium when WTTG aired the Washington Senators home games last summer. Then WMAL-TV sewed up the home football games of the Washington Redskins, Georgetown and George Washington Universities. WNBW, first, last, and always a network station, brought in the big eastern gridiron contests and was on a four-station hookup inaugurating the first regular daytime TV network show, Swift's *Home Service Club*.

Mr. Dillard . . . WASH **Mr. Porter . . . WBUZ**

Washington has great TV program potentialities because it is the capital city. All three stations have pooled such telecasts as President Truman starting the Food Conservation Plan and calling the recent special session of Congress—both from the White House—and the opening of the special session on Capitol Hill.

Heavy commercial TV schedules started in September. A glance at the accounts handled by each station shows that WTTG has sold one national spot to an automobile manufacturer, four radio and appliance stores, three auto dealers, two department stores, and one advertiser each in the following categories: ice cream, tobacco, taverns, venetian blinds, breweries, rugs, watches, hotels, investment bankers, auto services, manufacturers, and radio wholesalers.

WNBW has sold four auto sales firms, four electrical appliance stores, two breweries, and one each among wholesale radio distributors, advertising agencies, bottlers, and coffee, oil, shoe, pharmaceutical, window shade, and furniture enterprises.

WMAL-TV's accounts include three auto dealers, a radio distributor and a retailer, a men's wear shop, a brewery, three electrical appliance stores, three electrical products manufacturers, a tire and an oil concern.

HISTORY

Background and Development Of Washington Stations

* * * * * * * *

WRC — *Trans-Lux Building* — *Republic 4000*

Established in 1923 by RCA . . . shared time during first year on same frequency with WCAP, the Chesapeake & Potomac Telephone Co. station . . . Frederick Preston Guthrie, now RCAC assistant vice president, was first manager and made daily reports to RCA President David Sarnoff . . . copies of reports are still in WRC files . . . became part of NBC in 1925 . . . formed first network with WEAF New York . . . first studio and transmitter was at Riggs National Bank branch at Park Road and 14th St., N.W.; studios occupied suite in National Press Bldg. from time building opened in 1927 until new Trans-Lux Bldg. (Little Radio City) was erected in 1937 . . . station has had high ratings throughout its history, both locally and nationally . . . has FM and TV.

* * * * * * * *

WOL — *Heurich Building* — *Metropolitan 0010*

Original owner Le Roy Mark, insurance man and proprietor of a turkish bath, pioneered in early morning programs beginning in 1924 . . . for a time had 50% or better of the morning audience . . . joined Mutual in 1936 . . . in 1944 Mr. Mark, now deceased, traded station for WMT Waterloo, Iowa, (now WMT Cedar Rapids), owned by *Des Moines Register & Tribune's* Cowles brothers . . . William A. Dolph, who had run WOL from start, discovering such talent as Fulton Lewis jr., stepped out as general manager when Gardner Cowles imported Merle Jones from KMOX St. Louis . . . Mr. Jones went to WCCO Minneapolis in 1947 . . . Cowles interests now have their engineering vice president, Commander Craven, running show, with William D. Murdock, formerly CBS' Washington sales manager, in charge of commercial department.

* * * * * * * *

WMAL — *Trans-Lux Building* — *National 5400*

Founded in 1925 by M. A. Leese, late owner of optical firm which bears his name . . . was affiliated with CBS from 1928 to 1932 when it joined NBC's Blue Network . . . had studios in heart of capital's business district until Trans-Lux Bldg. opened in 1937 . . . year later sold to *Washington Star* . . . manager since 1933 has been Kenneth H. Berkeley, who also runs WMAL-TV, successful video operation . . . associated with ABC since network was formed during the war . . . sponsors radio and television classes at American U. using own personnel . . . does top public service job.

* * * * * * * *

WTOP — *Warner Building* — *Metropolitan 3200*

Originally WTRC, property of the Twentieth Assembly District Regular Republican Club of Brooklyn . . . moved to Washington in 1927, a year after it was founded . . . new owners, Fellowship Forum, got call letters WTFF . . . J. S. Vance, a printer, gained control in 1928 and got call letters WJSV . . . studios on Pennsylvania Ave. until 1930, when new location was selected in Alexandria, Va. . . . next move was to Shoreham Bldg., on Washington's "Wall Street," in 1932 . . . CBS purchased station same year but moved studios to Earle Bldg. (now Warner Bldg.), present location, in 1933 . . . got 1500 kc frequency in 1941 and new top-of-dial call letters WTOP in 1943 . . . only 50 kw station in Washington, explaining higher rates to advertisers.

(HISTORIES—*Continued on page 46*)

KEM
WASHINGTON'S
LARGEST
RADIO STAFF
WASHINGTON'S LARGEST
BUYER OF RADIO AND
TELEVISION TIME
KAL, EHRLICH & MERRICK
ADVERTISING
314 STAR BUILDING • EX 3700
• 26 YEARS OF BUSINESS BUILDING

Any Way You Look At It!

WGAY's a smart buy

District of Columbia	Over 930,000 persons
Montgomery County, Md. (Borders D. C.)	No. 1 County in the United States (Level of Living Index, County Data Book, Dept. of Commerce.)
Prince Georges County, Md. (Borders D. C.)	Together with Montgomery County totals 255,000 persons.
Silver Spring, Md. (Borders D. C.)	The second largest concentration of population in the State of Maryland.
½ Millivolt contour	Including the entire Washington metropolitan area and nearby counties in Maryland and Virginia with an audience potential of 2,000,000.

all served by

WGAY

Silver Spring, Md.

A.M. 1000 Watts—1050 Kc.

F.M. 440 Watts—102.3 Mc.

(All AM programs duplicated on FM)

You've read about WGAY in the Saturday Evening Post. WGAY is the only suburban D. C. station being used by the Hecht Company, one of Washington's largest Department stores. WGAY was awarded 1st place in 1947 by Billboard Magazine for overall promotion. Now successfully used by many Maryland and Washington, D. C. advertisers.

Represented nationally by

THE WALKER COMPANY

New York Boston Chicago Atlanta Minneapolis Los Angeles

"The campaign planned for us by the Epstein Agency is paying off with results far out of proportion to sales expenditure. They have handled our account since we started national advertising."

BROADCAST SERVICE BUREAU
WASHINGTON, D. C.

ALVIN EPSTEIN
Advertising

825 VICTOR BLDG.,
WASHINGTON, D. C.

HISTORIES

Continued from page 44

WINX

8th & Eye Sts., N.W.
Republic 8000

Attorney Lawrence Heller started operation in 1940 . . . emphasis originally placed on "good music" . . . *Washington Post* bought station in 1944 for more than $500,000, biggest price paid for a 250-wattter up to that time . . . popular programs, featuring "personality" announcers, now in vogue . . . news bulletins from *Post* aired every hour-on the-hour . . . Wayne Coy, new FCC chairman, was executive vice president for four years . . . John S. Hayes, from WQXR New York, is new general manager.

* * *

WWDC

1000 Conn. Ave., N.W.
National 7203

When Stanley Horner, an automobile dealer, selected a corner of Connecticut Ave. and K Street, N. W., for this new station in 1941, he chose one of the best business sites in Washington. But it remained for Joseph Katz, Baltimore advertising man who purchased WWDC a year later, to make the station pay . . . Mr. Katz and manager Ben Strouse, the owner's son-in-law, credit G. Bennett Larson, former manager, with giving them the know-how to successfully invade the Washington radio market.

* * *

WPIK

Box 298, Alexandria, Va.
Overlook 3000

Called the "engineering station" by its competitors . . . youthful owners Howard B. Hayes and Carl L. Lindberg, former WTOP engineers, started out in 1945 by setting WPIK's transmitter in a swamp . . . tide waters swirl around its base twice daily . . . closely knit organization with comparatively small studio overhead in mezzanine suite of Alexandria's George Mason Hotel . . . has always operated "in the black."

* * *

WARL

Box 391, Arlington, Va.
Owens 7800

Co-owners R. Kilbourne Castell and Frank U. Fletcher met when Mr. Castell sold his future partner an insurance policy . . . took the air in 1946 backed by funds from the Castell Sandwich Co. ("lunches for government workers") and money Mr. Fletcher had earned as a radio attorney . . . studio hillbilly orchestra, WARL's Radio Ranchmen, produced one record (Mercury) which has been sold out three times . . . station has character announcer of the Will Rogers type, named Connie B. Gay . . . claims to air more local programs in a week than network stations in Washington air in a month . . . getting Arlington accounts is "just order-taking" lately because of increasing popularity.

* * *

WQQW

2627 Conn. Ave., N.W.
Columbia 6331

Called in a stockholder from Philadelphia to pull it out of the red after former Manager Edward M. Brecher, one of the authors of FCC's Blue Book, had fought an uphill battle for nine months . . . first took the air in January 1947, with "strictly classical" programs . . . when M. Robert Rogers, prewar president of *Click* magazine, took over in October, he slipped in an occasional half-hour of popular music . . . Mr. Rogers got 5,000 complaints in 10 days (one from Admiral Nimitz) . . . this convinced him Washington has large "high class" audience, so he decided to overhaul the commercial department . . . Perry Walden, new sales manager, added 18 accounts in 60 days . . . "just because you like Beethoven better than boogie-woogie you don't neglect to brush your teeth at night," he reasons.

* * *

WEAM

2030 N. 16th St., Arlington, Va.
Owens 7100

First owned by a Virginia state legislator and realtor, a lawyer, two theatre owners and two building contractors, station has been sold for $67,500 to Harold H. and Meredith S. Thoms, Carolina broadcasters . . . application is pending at FCC . . . wasn't able to attract Washington listeners with "name" performers between April 1947, when it took the air, and October, when new management arrived. Howard Stanley, formerly with CBS Radio Sales, bought into the station in September and became manager.

(Continued on page 48)

WASHINGTON LIKES WINX

NINE hours every day, Monday through Friday, (8 A.M.—1 P.M., 4:30—8:30 P.M.) *more people* listen to WINX than to *any other independent* station in metropolitan Washington and, incidentally, one of the network affiliates, too.

That is why WINX has *added* 128 *new* Hooperwise clients since January 1, 1948.

Yes...

WASHINGTON LIKES WINX

The Washington Post Station • REPRESENTED BY HEADLEY-REED

JOHN S. HAYES, *General Manager* • CHARLES W. TRIPPE, *Commercial Manager*

STATION HISTORIES

Continued from page 46

WGAY

Kemp Mill Rd., Silver Spring, Md.
Shepherd 1050

Founded in 1946 by two former classmates in a Detroit high school —John W. Kluge and Joseph L. Brechner—who started from scratch after each had served a stretch in the Army. Capt. Kluge, who was in G-2 of the War Department's general staff, and First Lieutenant Brechner, a supervisor of AAF network radio broadcasts, got the urge to run a radio station after reading a newspaper article in 1945 quoting former FCC Chairman Paul Porter as saying "you can start in the radio business with $10,000" . . . they found Mr. Porter was off in his estimates, but thanked him for the idea . . . Capt. Kluge, a salesman, sold Lieut. Brechner on selling the WGAY idea to five stockholders . . . the station has the newest radio building (all its own) in the Washington area . . . Messrs. Kluge and Brechner have sold Washington's Hecht Department Store on advertising its new, big Silver Spring branch via radio . . . convinced former Secretary of the Interior Ickes, who lives on a farm near studio, that he could pay them a visit each week-day evening, go on the air for 15 minutes, and hardly be late for dinner . . . they lost no time in finding him a sponsor . . . WGAY has broadcast horse racing information with a "clear conscience" . . . its owners point out that racing is legal in Maryland, that Laurel, Pimlico, Havre de Grace, Bowie, and Marlborough are "practically Silver Spring neighbors" . . . station also has FM.

* * *

WBCC

5 Wilson Lane, Bethesda, Md.
Oliver 2800

Founded in the center of a concentration of country clubs in February 1947 . . . daily *Courts and Fairways* program tells who's hunting, golfing, playing tennis, or bridge, and the state of the weather . . . other broadcasts make a big play for children . . . Willard D. Egolf, president, dreamed up a morning *Children's Story* so his six-year-old daughter, Jean, would eat her breakfast . . . program sold to an ice cream company six days a week . . . station operating in black because selling job for community stores has captured the fancy of downtown timebuyers.

BUY **WASH**

WASHington, D.C.

for **RESULTS** on **FM**

Only six WASHington AM Stations operate in the evening. Six AM programs for 1,200,000 persons are not enough to meet the diversified programming needs of the Nation's Capital.

That's why FM listeners are enthusiastic about WASH's exclusively FM programs that are **not heard** on AM.

WASH means additional nighttime program service in WASHington—at a time when the audience is greatest and the choice of programs the smallest.

★ ★ ★ ★ ★

WASH is Key Station of the Famous

CONTINENTAL FM NETWORK

★ ★ ★ ★ ★

"A Dillard Station"

Represented by FM Reps, Inc.

Hudson Eldridge *Business Manager*

WOOK

8512 Georgia Ave., Silver Spring, Md.
National 8366

Rode out a 24-day strike, called by AFRA, six months after it took the air last May . . . Announcer-Owner Richard Eaton and Program Manager Albert Lanphear handled all broadcasts without a cancellation . . . promoting interracial goodwill by using Negro talent and announcers . . . attracts celebrities to downtown Connecticut Ave. studios because of proximity to Mayflower, Carlton, and Statler Hotels . . . former WOL Commentator Eaton keeps contacts in Silver Spring, where station is licensed, but appears to be concentrating on Washington advertisers.

FM INDEPENDENTS

WASH

1319 F St., N.W.
District 1356

First station to operate on the high permanent FM band was WASH, owned and operated by Everett L. Dillard, acting as an individual trading through the Commercial Radio Equipment Co. Mr. Dillard also owns KOZY Kansas City, one of the pioneer FM stations which took the air commercially in 1942. Convinced that FM broadcasting now is "over the hump," Mr. Dillard will soon undertake a drive to expand commercial operations. WASH was licensed as experimental station W3XL in September 1945. Commercial operations began Dec. 17, 1946 for the key station of the Continental Network. Its first network broadcast March 26, 1947 featured a concert by the 65-piece U. S. Air Force orchestra, with a chorus of 30 and one soloist. The WASH transmitter, located at Wheaton, Md., 12 miles north of the Capital, is reputedly 229 feet higher than the Washington Monument.

* * *

WBUZ

1510 Southern Ave., S.E.
Hillside 3800

Emphasis on public service is operations keynote of WBUZ Bradbury Heights, Md. Station started Jan. 14 of this year . . . balance in variety of programs is sought with community service slant . . . coverage claimed for whole Washington area as well as immediate Prince Georges County . . . owned by local furniture dealer, bus line operator and Southeastern U. radio school director, station has pending an application for 5-kw daytime AM outlet on clear channel 890 kc.

TELEVISION

WMAL-TV

Commonwealth Building
National 5400

Owned and operated by Evening Star Broadcasting Co., took shape in record time. It was in operation, as an experimental station Sept. 30, 1947, 26 days after the transmitter was delivered. Three days later, on Oct. 3, 1947, it had launched its first commercial program. Distinction for WMAL-TV is also denoted by its claim of being the first station in the Capital to operate seven nights weekly. This operation was ushered in with new year, Jan. 1, 1948. On Nov. 11, 1947, it presented what it claimed was the first telecast of a congressional hearing, when it televised Gen. Marshall at the House Foreign Affairs Committee meeting on the Marshall Plan.

* * *

WNBW

Wardman Park Hotel
Republic 4000

With floor space of 52 by 76 feet, WNBW claims the largest studios south of New York. Owned and operated by NBC, it was first station in Washington to be commercially licensed. It took air June 27, 1947 under a temporary commercial license and in December

(Continued on page 50)

WPIK—"THE OLDEST 1000 WATT INDEPENDENT IN METROPOLITAN WASHINGTON"

W
WASHINGTON'S

P
PREFERRED

I
INDEPENDENT

K
KILOWATT

- *PREFERRED POSITION*—**WPIK** is 730 on the dial where a 1000 watt rate buys high power coverage.

- *PREFERRED POSITION*—**WPIK** transmitter site is knee-deep in water, only seven miles from the heart of Metropolitan Washington, D. C., giving greater signal strength.

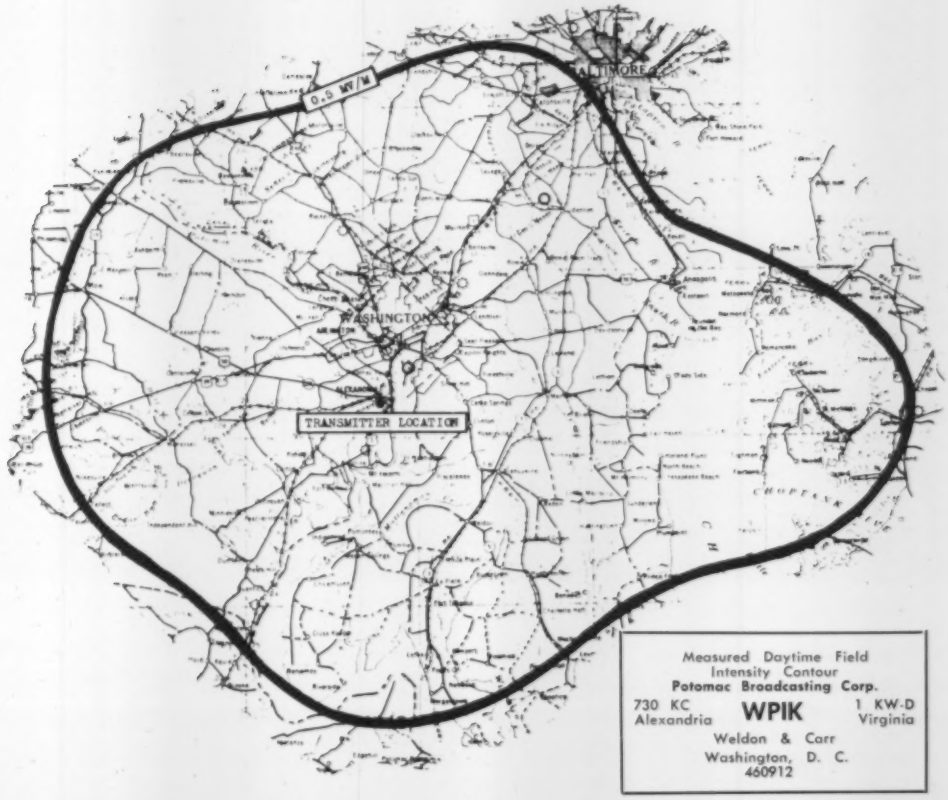
- *PREFERRED POSITION*—**WPIK** primary service area includes 373,941 homes, housing 1,363,758 radio listeners.

- *PREFERRED POSITION*—**WPIK** exclusive broadcasts of all Washington Senators' daytime baseball games offers advertisers sure-fire audiences.

- *PREFERRED POSITION*—**WPIK** is shown preference by leading advertising agencies because WPIK produces results.

WRITE, WIRE OR PHONE **WPIK** *OR*

THE FRIEDENBERG AGENCY, NATIONAL REPRESENTATIVE



WBUZ

F-M

The ONLY
Full-Time
Exclusive F-M
Station on
the Air

Serving
Prince Georges
County and
Metropolitan
Washington

from 7 A.M.
to 12 Midnight

Channel 244
96.7 Megacycles

WBUZ
F-M

1510 Southern Ave., S. E.
Bradbury Heights
Maryland

Hillside 3800

LESLIE L. ALTMANN
General Manager

A. K. PORTER
Asst. Gen. Mgr.

HISTORIES

(WNBW Cont'd.)

Continued from page 48

was granted a permanent commercial license. It was the 11th operating TV station in the nation. It was the seventh in the nation to be granted a permanent commercial license. Officials claim it is the only Washington station equipped both for 35 and 16 mm silent and sound projection facilities. WNBW is proud of its two sets of field pickup equipment and has, by micro-wave relay, brought sports events to its Washington viewers from Baltimore and Annapolis. *Fashion Story*, a 15-minute weekly program, sponsored by the Hecht Co., is said by WNBW officials to be the only regular department store sponsored program in Washington.

* * *

WTTG

12th & E Sts., N.W.
Republic 7816

Owned and operated by Allen B. DuMont Labs Inc., is the key station of the DuMont network. Officials claim it was the first Washington television station in commercial operation, having commenced on Jan. 1, 1947. Prior to that time it operated experimentally as W3XWT. Experimental operations began May 10, 1946. This year, for the second consecutive time, it has received exclusive telecast rights for the Washington Senators baseball games. WTTG is said to be the only Washington video station offering across-the-board news and children's shows.

Facilities & Ownership of Washington Stations

Fulltime AMs

WRC (NBC), 980 kc-5 kw; NBC-owned; William R. McAndrew, Gen. Mgr.; NBC Spot Sales, Nat'l. Rep.

WOL (Mutual), 1260 kc-5 kw; Cowles-owned; Commdr. T. A. M. Craven, Gen. Mgr.; Katz Agency, Nat'l. Rep.

WMAL (ABC), 630 kc-5 kw; *Washington Star*-owned; Kenneth H. Berkeley, Gen. Mgr.; ABC Spot Sales, Nat'l. Rep.

WTOP (CBS), 1500 kc-50 kw; CBS-owned; Maurice B. Mitchell, Gen. Mgr.; Radio Sales Inc., Nat'l. Rep.

WINX, 1340 kc-250 w (with a 250-w booster and another similar booster to be added); *Washington Post*-owned; John S. Hayes, Mgr.; Headley-Reed, Nat'l. Rep.

WWDC, 1450 kc-250 w (with 250 w booster); Capital Broadcasting Co., owner; Ben Strouse, Gen. Mgr.; Forjoe & Co., Nat'l. Rep.

Daytime AMs

WQQW, 570 kc-1 kw; Metropolitan Broadcasting Corp., owner; M. Robert Rogers, Gen. Mgr.; Rambeau, Nat'l. Rep.

WPIK Alexandria, Va., 730 kc-1 kw; Potomac Broadcasting Corp., owner; Howard B. Hayes, Gen. Mgr.; Joseph Hershey McGillvra, Nat'l. Rep.

WARL Arlington, Va., 780 kc-1 kw; Northern Virginia Broadcasters, Inc., owner; R. Kilbourne Castell, Pres.; Burn-Smith Co., Inc., Nat'l. Rep.

WGAY Silver Spring, Md., 1050 kc-1 kw; Tri-Suburban Broadcasting Corp., owner; Joseph L. Brechner, Gen. Mgr.; Walker Co., Nat'l. Rep.

WEAM Arlington, Va., 1390 kc-1 kw; Arlington-Fairfax Broadcasting Co., owner; Howard Stanley, Gen. Mgr.; Adam Young Jr., Nat'l. Rep.

WBCC Bethesda-Chevy Chase, Md., 1120 kc-250 w; Broadcast Management, Inc., owner; Willard D. Egolf, Pres.

WOOK Silver Spring, Md., 1590 kc-1 kw; United Broadcasting Co., Inc., owner; Richard Eaton, Gen. Mgr.

FMs

WINX-FM, Channel 242, 96.3 mc-20 kw; *Washington Post*-owned; on air 1938.

WASH, Channel 255, 98.9 mc-1 kw; Commercial Radio Equipment Co., owner; Everett L. Dillard, Pres.; on air 1945.

WGAY-FM Silver Spring, Md., Channel 272, 102.3 mc-240 w; Tri-Suburban Broadcasting Corp., owner; on air 1946.

WPIK-FM Alexandria, Va., Channel 252, 98.3 mc-1 kw; Potomac Broadcasting Corp., owner; on air 1947.

WWDC-FM, Channel 266, 101.1 mc-20 kw; Capital Broadcasting Co. owner; on air 1947.

WRC-FM, Channel 230, 93.9 mc-5 kw; NBC-owned; on air 1947.

WBUZ Bradbury Heights, Md., Channel 244, 96.7 mc, 1 kw; Chesapeake Broadcasting Co. owner; on air Jan. 1948.

Authorized but not yet on the air: WHMB, WMAL-FM, WOL-FM, WCFM, and WQQW-FM in Washington; and WHIP Silver Spring, Md. With no AM affiliations WHMB is owned by Theodore Granik, WCFM by Cooperative Broadcasting Assn. and WHIP by Montgomery FM Broadcasting Corp.

TVs

WTTG, Channel 5, 76-82 mc; 6.25 kw (visual)—2.5 kw (aural); 45-foot antenna on roof of Harrington Hotel; Allen B. DuMont Labs., Inc., owner; on air 1946.

WNBW, Channel 4, 66-72 mc; 20.5

(Continued on page 52)

Richest Suburban County in America

77%
of the homes in
Bethesda-Chevy Chase
tune to WBCC
an average of
2 hours daily

WBCC
in Washington's
finest suburban community
Bethesda-Chevy Chase

Willard D. Egolf, Pres.

BROADCASTING

RAN MORE RADIO LINAGE IN 1947 THAN ALL OTHER BUSINESS PAPERS COMBINED

Advertising linage gains are important only as a reflection of advertising effectiveness. Not only in 1947, but for the last 17 years BROADCASTING has consistently carried more radio advertising than all other business papers combined.

BROADCASTING'S editorial policy in publishing *more news** of all radio—AM, FM, TV—adds weight to the advertising on its pages. It attracts readers who make broadcasting their business and who place the bulk of the national spot and network dollar.

Minimum guaranteed paid circulation in 1948—15,000.

BROADCASTING'S Washington business office or any of the offices listed below will be glad to tell you more—now!

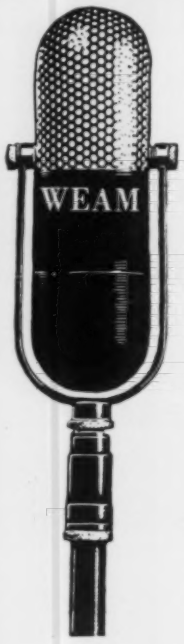
* Than all other business papers combined.

NEW YORK	CHICAGO	HOLLYWOOD	TORONTO
S. J. PAUL	BILL THOMPSON	DAVE GLICKMAN	JAMES MONTAGNES
250 Park Ave.	360 N. Michigan Ave.	6000 Sunset Blvd.	Harbour Comm. Bldg.
PLaza 5-8355	CENtral 4115	HEmpstead 8181	ELgin 0775

THE BEST BUY (FAR) IN THE TRADE PAPER FIELD

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

National Press Building • Washington 4, D. C.



In the Washington market, a small budget gets its biggest break on WEAM. We or Adam J. Young, Jr., will be glad to prove it.

...for the best available radio advertising time in the Washington, D.C. market..consult

I.T.COHEN
Advertising

I. T. Cohen Bldg., 519 6th St. N.W.
Washington 1, D. C.

Washington

(Continued from page 50)

kw (visual)—17 kw (aural); 330-foot antenna; NBC-owned; on air 1947.

WMAL-TV, Channel 7, 174-180 mc; 27.7 kw (visual)—13.9 kw (aural); 542-foot antenna; *Washington Star*-owned; on air 1947.

CP has been granted to WOIC, Channel 9, 186-192 mc; 30-25 kw (visual)—24.5 kw (aural); 453-foot visual and 473-foot aural antenna; Bamberger Broadcasting Service, Inc., owner).

Bamberger currently is experiencing difficulty in securing delivery of transmitting equipment, spokesmen report. Until that is resolved, they are reluctant to speculate publicly on WOIC's starting date. The tower has been erected at 40th and Brandywine Streets, N.W., and delivery of the antenna is expected momentarily. The station will be programmed in conjunction with Bamberger's WOR-TV New York, also in process of construction.

BAKER AND THOMPSON FORM D. C. LAW FIRM

A NEW Washington radio law firm, Baker & Thompson, has been established by Philip M. Baker and Charles E. Thompson and will open offices April 1 at Suite 601, 1411 Pennsylvania Ave., N. W.

Mr. Baker, with the FCC law department from 1941 to 1944, was later associated with the Washington firm of Andrew G. Haley and has practiced independently since September 1946. At FCC he worked successively in the Legislation, Rules and Regulations Section, the Litigation Division, and the Broadcast Division. A native of Washington and a 1934 graduate of Georgetown U. Law School there, he was an attorney with the Agricultural Adjustment Administration, Puerto Rico Reconstruction Authority, Social Security Board and U. S. Civil Service Commission before joining FCC.

Mr. Baker

Mr. Thompson

Mr. Thompson, a native of Lebanon, Pa., became associated with the law firm of the late George B. Porter in Washington in 1942, and since Mr. Porter's death has been associated with Mr. Haley. He is a graduate of the U. of Toronto, Canada, and in 1942 received his law degree from Georgetown U., where he was associate editor of the law journal. He is secretary of the Federal Communications Bar Assn.

Drawn for BROADCASTING by Sid Hix

"Hey, Raymond, the squeaking door won't open!"

CAPITAL FORUM
'America's Town Meeting' Has Birthday; Started in 1935

"AMERICA'S Town Meeting of the Air," which has boasted success since its origination in 1935, March 16 marked its 500th hour on the air.

Claiming to be the first full hour forum program to be broadcast on a national network and the first forum type radio program to have audience participation, *Town Meeting* is heard Tues., 8:30-9:30 p.m., over ABC. In honor of its birthday, the same topic assigned the first program was again discussed, "Which Way America—Fascism, Communism, Socialism or Democracy?"

During its infancy, the program schedule included from 25 to 27 programs a year, carried sustaining by the network. In 1942 it was launched as a year-round series, and from 1944 until November 1945 was sponsored by *The Reader's Digest. Town Meeting* is now sponsored locally by 73 of the 251 ABC affiliates carrying the program. In addition, it is scheduled by the Armed Forces network overseas and shortwaved by the State Dept., beamed to nearly every part of the world.

Winner of 28 awards and citations, *Town Meeting* also claims to be the first radio forum to be televised.

Surveys of Other Major Radio Markets Are Underway

* * *

Watch for Los Angeles & Dallas-Ft. Worth Stories in Future Issues

Independents Are Offered Capital News Coverage

A NEW service for independents desiring network-styled Washington news coverage has been started by Joe McCaffrey Assoc., 206 N. Cherry St., Falls Church, Va. News and behind-the-news coverage of the Washington scene is presented on 15-minute open-end transcriptions now available to independent stations. In addition to Mr. McCaffrey's own report, he also presents guest experts on the subjects spotlighted in the news.

Mr. McCaffrey

CBS Washington correspondent for four years, Mr. McCaffrey has been featured on CBS *Morning News Roundup, Cross Section U.S.A.*, Admiral *Sunday News Review* and other news and special events programs on the network. He was a reporter and editor for 12 years before entering radio.

8,600 TV Sets Operating In Washington, D. C. Area

TELEVISION receivers now installed and operating in the Washington, D. C. area total 8,600, according to an official estimate of the Washington Television Circulation Committee.

James Seiler of WNBW, chairman of the committee representing all three Washington video stations, WNBW, WTTG and WMAL-TV, said the estimate is based on figures compiled by Electric Institute of Washington and the known number of home-made sets and kit sets operating. The figure of 8,600 represents sets operating as of March 15. It is an increase of 1,300 sets over the estimate issued by the committee on Feb. 1.

Again in 1948

WASHINGTON SENATORS HOME BASEBALL GAMES!

Telecast Exclusively over **WTTG** Channel 5

Key Station in the Nation's Capital

→ Half sponsorship of Home Games Still Available (subject to prior sale)

WRITE WIRE OR PHONE
WALTER COMPTON, Gen'l. Mgr., WTTG
12th & E Sts. N.W.
Washington, D.C.
Telephone REPUBLIC 7816

TELEVISION DUMONT NETWORK

Robert J. Enders

Advertising

WASHINGTON, D. C.

★ *Only* Washington agency with a fully staffed Television Production Department. Under direction of John Barnes, pioneer television program producer. Currently, in Washington alone, producing and placing five TV shows weekly, plus 27 TV spots weekly. Contracts have been signed to produce and place two additional 15-min shows daily, starting April 15.

★ *Only* Washington agency placing national TV account. Agency has just been assigned placement and production of television shows and spots for one of America's Great Radio Corporations,* world's largest manufacturer of automatic radio phonographs. Agency also places largest regional TV account in America.*

★ *Only* Washington agency completely producing TV animations and films within the agency.

★ *Only* Washington agency producing coast-to-coast radio series* — one client now on 518 stations.

★ *Only* Washington agency (and one of few in country) with its own Transcription Production Department. Program originations from Hollywood, Washington and New York. Shows written and produced by Transcription Department now on the air coast-to-coast, starring such talent as Margaret O'Brien, Bob Hope, Jack Carson, Jane Wyman, Robert Montgomery, Ronald Reagan, Herbert Marshall, Madeleine Carroll, Brian Ahearne, Abbott and Costello, Joan Fontaine, Glenn Ford, Dennis Morgan, Jeanne Crain, Warren R. Austin and Maj. Alex. de Seversky.

★ *Only* Washington agency with a complete department devoted to analysis and presentation of merchandising, economic and social problems—and to the design and production of exhibits for technical, regional, or international fairs and expositions. . . . Headed by specialist Leonard C. Rennie.

★ *One of few* Washington agencies currently handling public relations and publicity for national accounts.

* *Names on request*

Free Press Treaty Readied at Geneva

INTERNATIONAL Conference on Freedom of Information, which opened last Tuesday in Geneva, may be called upon soon to consider a draft of a freedom-of-the-press treaty which has been prepared by the U. S. delegation, it was learned last week.

The American group, headed by William Benton, former Assistant Secretary of State, was said to have prepared the draft as a basis for an international treaty to cover the free gathering and dissemination of news among nations. It was believed that the draft would not be placed before the conference until a sampling of opinion is completed, showing the prospects for agreement.

Anticipating a clash with the U. S. over what is meant by freedom of information, Russia made a futile attempt to double the voting strength of the eastern European bloc. A proposal by the USSR to give a vote to participants who are not members of the UN was defeated 27 to 6. Had it passed, five additional eastern European states would have qualified.

The Soviet bloc suffered a second defeat when Sir Ramaswami Mudaliar of India, nominated by Poland for presidency of the conference, was defeated by Carlos P. Romulo, Philippines, who polled 38 votes to Sir Ramaswami's 16.

Nearly 600 representatives of 60 nations were present for the opening session.

On Thursday, in his keynote speech, Mr. Benton laid down a four point policy which he said the U. S. would follow: (1) To seek international agreement covering free gathering and transmission of news across boundaries, (2) to support all resolutions fostering rights of people in all states to receive, publish, broadcast or otherwise transmit information from all possible sources, (3) to examine all suitable ways to develop technical facilities of nations—radio, press, etc.—so that access to information can be expanded and (4) to seek inclusion in proposed UN declaration covenant on human rights the most vigorous provisions supporting freedom of expression.

Judge Denies Demurrer In Smith-Rapp Lawsuit

RULING that grounds for suit existed in action by Addison Smith against Phil Rapp, Superior Court Judge Stanley N. Barnes denied latter's demurrer in Los Angeles March 15.

Mr. Smith charges that Mr. Rapp failed to notify whether his (Smith's) program, *Two Sleepy People*, constituted an infringement upon the former's "Bickersons" segment on CBS Old Gold show. As result Mr. Smith contends this brought about cancellation by Don Lee Broadcasting System.

LOOKING OVER plans for the new WMAK, 5-kw fulltime Nashville station which hopes to be on the air by early summer, are five executives of Volunteer State Broadcasting Co. Inc., WMAK permittee. L to r: Lowe Watkins, Nashville attorney, secretary; Shelton Weaver, formerly with WSM Nashville, chief engineer; Frank Mayborn, president of Volunteer State and general manager of WMAK; Col. E. M. Kirby, with the radio branch of the War Dept. bureau of public relations during World War II, vice president and director of programs, and Walter Speight, formerly manager of WHOO Orlando, Fla., and WATL Atlanta, business manager and treasurer. WMAK five-tower array will be ready for tuning soon, station officials report. The new outlet will be an MBS affiliate, and will be represented by the Geo. P. Hollingbery Co.

RADIO VS. VD

Preview of a Project Columbia U. Plans

By ERIK BARNOUW
Program Director, University Radio Committee, Columbia U.

RADIO will play an important part in nationwide anti-VD plans now in preparation.

Columbia University has entered into a contract with the U. S. Public Health Service to produce for it a group of dramatic transcriptions on syphilis, to be made available to health departments throughout the country for intensive local drives. The programs, along with publicity and promotion material and scripts for local use, will be ready this summer.

Preparations

Religious leaders, radio station managers, medical authorities and educators are being consulted in the preparation of the programs, which in most local drives will also have the support of chambers of commerce, medical societies, fraternal organizations, as well as religious, educational, social and other local groups. Top professional writers are writing the dramatic scripts, to feature star performers. The programs are being transcribed at NBC-Radio Recording.

Not many years ago the word syphilis was considered unmentionable on the air. The attitude has decidedly changed. Already such stations as WGN Chicago, WNBC New York, KFI Los Angeles, WIP Philadelphia, WKY Oklahoma City, WPWA Chester, Pa., and a host of others have broadcast highly-praised local programs on this subject—and for very important reasons.

The bloodtesting of World War II selectees taught the United States some startling things. In one state, close to one third of those examined were found to have syphilis. In most states the record was better, but in many it was serious.

Though the figures today may be somewhat similar, an historic medical development has meanwhile taken place. Penicillin has potentially made VD a solved public health problem. Early syphilis can now be treated successfully in a matter of days, and most cases of gonorrhea in one treatment. Yet we are held back from victory by one overwhelming fact: *The majority of cases do not come to doctors.*

Why? In the case of syphilis, many who are infected do not know it. The early symptoms may be hardly noticeable, and in any case, disappear soon without treatment. People who do not notice or do not recognize the symptoms may go on for years thinking they are well, until the disease enters its later, destructive stages. And there are other people who, suspecting or knowing they are infected, stay away from doctors because of misguided fears or ignorance.

Developing Attitudes

Now obviously the old hush-hush attitude in regard to syphilis has played straight into its hands, and has helped to build a huge reservoir of infection: The countless untreated, unknown syphilis cases. Radio, more than any other medium, can help develop attitudes in which syphilis will no longer be concealed from the family doctor. Thus the present project has a general educational purpose, and also the specific aim of *reaching the untreated.*

When a local drive is to be launched in a community, facilities for bloodtesting will first be made ready. Then a barrage of information will be centered on the town, via radio, newspapers, lectures, pamphlets, electric signs and other media. The local or state health department which approaches station executives for help will turn over to them the transcriptions and other material now being prepared, which will include promotional spots, suggested releases, mats, and scripts for possible local use. Many station managers will want to use this material merely as a nucleus, supplementing it with important local productions and promotion of their own.

In general, the keynote of the programs being transcribed by Columbia U. is not terror but hope. We are adopting the premise that the chance to be well again, to lead a normal family life, to have healthy children, will to many infected people be a stronger incentive than fear. The programs will place the facts dramatically and clearly before the listener.

Medicine's brilliant advance against syphilis is meaningless without the victory that must follow it: A victory of education over fear and ignorance. Radio can play a leading part in that very essential victory.

'47 CBS Net Income Tops Previous Year

'Write-off' for Color Television Listed at $181,265

NET INCOME of CBS for 53 weeks ended Jan. 3, 1948, was $5,920,104, as compared with $5,795,896 for 52 weeks ended Dec. 28, 1946, the network disclosed in its annual report issued March 24.

Gross income was listed as $101,045,647 for the more recent period, compared with $91,996,822 in 1946. The network's statement also listed a figure of $181,265 for "write-off in 1947 of color television facilities as result of denial by the FCC of petition for commercial color television authorization . . ." This figure was balanced by the transfer of an equal amount from the reserve for contingencies.

In addition to the treasurer's report, from which the foregoing figures were excerpted, the CBS report contained a detailed report to stockholders, and supplementary sections covering all of the network's departments and divisions.

The stockholders report, signed by William S. Paley, CBS board chairman, and Frank Stanton, CBS president, noted in 1947 ". . . a clear confirmation . . . that the long-established activities of the industry as a whole continued to have the approval of an overwhelming majority of the American people," and declared that ". . . your company will pursue additional opportunities which are consistent with the character of the Columbia enterprise."

FTC CLARIFICATION

Food, Drug, Radio Ads Explained

CLARIFICATION of the Federal Trade Commission position in regard to advertisements of food, drugs, cosmetics and curative devices has been set forth in answer to a letter from a network official who had inquired about use of the statement, "Caution: Use Only as Directed," in radio advertisements.

When a product is found to be potentially dangerous to health, FTC says, advertisers are not authorized to use only the cautionary statement in lieu of a full disclosure of the facts. Some previous FTC orders which permitted use of the cautionary statement have been modified. In some cases the requirement of disclosure of contents of the product advertised has been completely omitted.

Under its current policy, FTC says that unless and until scientific information becomes more specific as to substantial injury, it will not require disclosure in advertising that under certain conditions injury may result through the use of irritant laxatives, preparations containing not in excess of 5% of ammoniated mercury, preparations containing iodides, and preparations containing acetophenetidin.

Thus the Commission will determine in each case whether it will or will not require appropriate disclosure, and if it is required, use of the cautionary statement in its place will not be authorized.

GLAMOUR in the afternoon will be offered New York's daytime televiewers by WPIX, New York News video station, which is slated to take the air June 15. The "Gloria Swanson Hour," weekly 60-minute program, will feature the movie actress. Program will be divided into four 15-minute segments dealing with fashions, home making, kitchen hints and interviews. A different advertiser will sponsor each quarter-hour. Seen completing arrangements for the program are (l to r) Harvey Marlowe, WPIX program manager, Miss Swanson and Robert L. Coe, station manager.

Heavier Radio Use By Retailers Seen

Some Increases May Go As High As 50%, Study Indicates

INCREASED use of broadcasting by retailers who have been active in the medium is indicated by a nationwide study of department and specialty store members of National Retail Dry Goods Assn.

Greater promotional activity by most retailers is indicated for 1948 with newspapers gaining most, though some decreases are shown, according to the survey, conducted by Howard P. Abrahams, NRDGA sales promotion manager. A general increase of 10% in all media is indicated, though some gains are as high as 15% and 20% dollar-wise.

Radio increases will range as much as 50%, with greatest emphasis on 5%, according to Mr. Abrahams. Many recent uses of radio are decreasing this activity, he points out, "perhaps because many stores which recently turned to radio used it as a temporary fill-in for other unavailable promotion tools."

Many stores say their increased newspaper expenditures may not reflect larger linage due to higher space rates.

Analyzing the overall promotional plans of stores, Mr. Abrahams finds a "striking increase" in item rather than institutional advertising.

Lee Hart, director of the NAB Retail Section, commenting on the survey, suggested broadcasters encourage retailers to advertise strong departments, best lines of merchandise and in-demand items on the air. She suggested that retailers be shown how to tie in radio with other promotional tools.

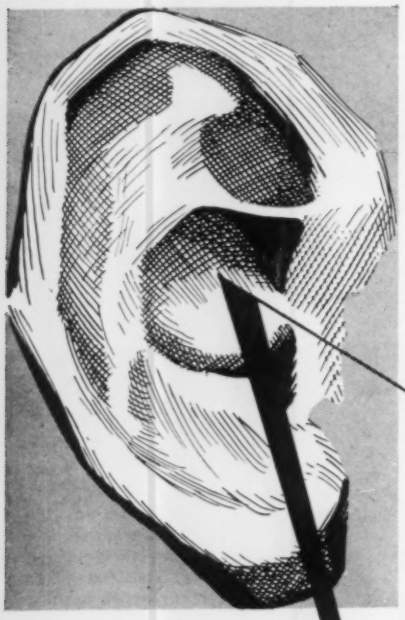
FTC Dismisses Charges Against 8 Tobacco Firms

COMPLAINTS against eight major manufacturers of cigarettes, charging them with price discrimination in violation of the Robinson-Patman Act, were dismissed without prejudice by the Federal Trade Commission last week because of lack of sufficient evidence.

Companies involved were P. Lorillard Co., Philip Morris & Co., Liggett & Myers Tobacco Co. and American Tobacco Co., all New York; Brown & Williamson Tobacco Corp., Louisville; R. J. Reynolds Tobacco Co., Winston-Salem; Larus & Bro. Inc., Richmond; and Stephano Bros., Philadelphia.

WJPS to Join ABC

WJPS Evansville, Ind., will affiliate with ABC on Aug. 1 as a member of the network's Northcentral Group. WJPS is to operate full-time with 5 kw daytime and 1 kw nighttime on 1330 kc. Robert McIntosh will manage the station, owned by WJPS Inc. ABC now has 267 affiliates.



8 Times BIGGER!

Since 1934 WDNC advertisers have moved merchandise faster in Durham, the third largest North Carolina city. Now they can do so over a still greater area of the South's Number One State. Now WDNC has gone from 250 watts at 1490 to 5000 Watts Day—1000 Watts Night at 620. Now WDNC has a primary of eight times more people making six times more retail sales! Let Paul H. Raymer tell you the whole new story.

WDNC

DURHAM, NORTH CAROLINA

5000 WATTS 620 KC CBS

BONUS: WDNC-FM 36,000 WATTS

OWNED BY THE HERALD-SUN NEWSPAPERS

TELEPHONE
PLAZA 3-8121

REDFIELD-JOHNSTONE
INCORPORATED
ADVERTISING
420 Madison Avenue, New York 17

March 10, 1948

Miss Peggy Stone
Taylor-Howe-Snowden, Inc.
500 Fifth Avenue
New York, New York

Dear Peggy:

I am happy to send you the attached contract on WMPS for our client the Emergency Laboratories, makers of Poslam Ointment. Incidentally, this is the third product we have placed on this station in the past six months.

You will recall, Peggy, that last July we purchased WMPS with some misgivings for Allenru, a product of the Block Drug Company. However, you were right. Allenru was most successful - in fact so much so that we gave you Omega Oil and again you hit the jackpot for us.

The results received on both Allenru and Omega Oil are most gratifying, Peggy, and I'm mighty glad you "sold" us WMPS.

Cordially,

E. F. Johnstone
President

EFJ/mr

WMPS is in MEMPHIS — and in MEMPHIS it's WMPS

Two WNJR Newark Staff Members Die March 19

TWO STAFF MEMBERS of WNJR Newark, N. J., Leo Freudberg, 55, and William Fariss, 35, died on March 19. Mr. Freudberg, who was musical director of the station, collapsed in the WNJR studios and died at Beth Israel Hospital, Newark.

Mr. Fariss died at his home in Newark. Program director of the station until he became ill five months ago, he was on leave.

SALES CLINIC

CANADIAN broadcasters were told how they could help sell their medium to advertising agency executives at the sales clinic of H.N. Stovin & Co., Toronto, station representative firm, held at Toronto last week. Bob Campbell, vice president of J. Walter Thompson Co., Toronto, stated that Canadian radio must improve itself and learn to sell its medium better.

Sell Your Medium, Canadians Told

"Better merchandising is needed," Mr. Campbell told the group of station executives. "The local station, if its programming is good," he said, "has an immense opportunity to really make its commercial programs pull. This is being taken advantage of by some stations, but by all too few. One of the reasons why more stations are not doing more merchandising is that they are drifting along with the knowledge that they have a place on the network and that they don't need to do anything more. That is lazy, dishonest, fallacious thinking and it will inevitably catch up with those who indulge in it.

"It is all the little things a station can do to make itself indispensable to its community. That's how the local newspaper was built and that is its greatest strength today. The local station has to work harder and possibly with less profit if it is going to win back the place in the sun it has lost." He stated that stations should sell the Bureau of Broadcast Measurement (BBM) figures, should keep agencies informed on the local market, and study how advertisers use other media locally.

"Never assume an agency man knows anything," Mr. Campbell pointed out. "Too many don't and the ones that do are anxious to know more. They hear a lot of facts and a lot of opinions and they are harassed by trying to remember too much of everything. The facts they are most likely to latch onto are the ones they hear most frequently and the ones that are best presented."

Wis McQuillin, radio director of Cockfield Brown & Co., Toronto, told the group that an account reporting service would be an aid to advertising agencies in selling more of their clients on proper use of the radio medium.

Cites Refusals

He stated that Canadian radio stations often refuse to offer agencies account information which is readily available to any agency or advertiser making use of the visual medium. If agencies and advertisers knew what their competitors were doing in radio, it would enable them to meet the challenge with a radio campaign of their own, he explained.

Sid Boyling, manager of CHAB Moose Jaw, outlined the use of music at CHAB and why the music formula helped make the station popular in Saskatchewan.

Fred Lynds, owner of CKCW Moncton, said that "we try to keep ourselves talked about 366 days a year; try to keep our program ideas local, lively and interesting, aimed at pleasing most of the people most of the time."

Bill Hawkins, commercial manager of CFOS Owen Sound, dealt with selling national advertisers in a small manufacturing city, pointing out that CFOS divides its local industries into two categories, those with consumer product or service marketable in home area and those which do not manufacture for retail consumption.

In 1949 the Stovin Sales clinic is to be held prior to the annual convention of the Canadian Assn. of Broadcasters.

now
being used by:
DUMONT · RCA
NBC · CBS
for studio and
Location productions

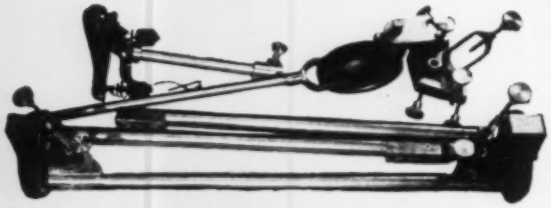
PROFESSIONAL
JUNIOR
COLLAPSIBLE
DOLLY

ideal for all types of TELEVISION CAMERA WORK

Above — Dolly with DuMont TV camera mounted. Below — Dolly collapsed.

This Dolly designed by specialists of custom-built television and motion picture equipment, and lens mounts. Representatives for Houston Developing Machines, Auricon single system camera and recording equipment. Bardwell & McAlister lighting equipment, Moviola and Micro Engineering editing equipment. Rentals, Sales and Repairs of all types of 16mm and 35mm cameras, lighting and editing equipment.

Complete staff of trained technicians available for consultation.



Large and sturdy, will support television camera on tripod, and cameraman. Assembles quickly without use of tools; constructed of magnesium and dural, provided with rubber tire wheels, quick-setting lock for straight line dollying. Collapses to fit carrying case. 12" sq. by 6' long.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

IMMEDIATE DELIVERY
Write for Literature

Another BIG Omaha Industry—Coffee! Paxton and Gallagher Co., makers of Butter-Nut Coffee, make sure of four BIG steps in their coffee program.

1. Tasting . . Only the BEST bean coffee used!
2. Roasting. . BIG roasters get the flavor just right!
3. Packing . . BIG packing lines vaccum seal jars and and cans with coffee . . roaster fresh.
4. Selling . . They sell a BIG community and a BIG market by using the BIG radio station, KFAB.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE

WMBD
dominates
PEORIAREA

with
LIVE
TALENT

WMBD has a larger share of the audience than all other Peoria stations combined (Hooper Station Listening Index, Dec. '47—Jan. '48). One major reason for this dominance is LOCAL PROGRAMING with LIVE TALENT.

35

. . . FULL TIME personalities! Out of a total staff of 65, over half are exclusively talent and programing personnel. This personal touch in news, sports, farm information, women's programs, music and variety shows represents genuine community service. Combined with top-notch CBS features, it keeps WMBD "First in the Heart of Illinois."

AM WMBD FM
PEORIA
CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Reps.

D-F-S Announces Changes in Staff

Mr. Sutter

Mr. Newton

MAJOR moves designed to strengthen and expand the creative departments in its various branch offices were announced March 19 by Dancer-Fitzgerald-Sample.

Under the realignment Clifford L. Fitzgerald, a principal of the agency, will devote the major share of his time to directing creative work and heading the plans boards for all D-F-S operations in Chicago, New York and Toronto.

In addition, the agency announced that Samuel M. Sutter, former copy chief of the Biow Co., and Howard W. Newton, former vice president and copy chief of J. M. Mathes and of Donahue & Coe, have joined as vice presidents. They will report to Mr. Fitzgerald.

Tom Greer and Bill Tyler will continue as copy chiefs in the Chicago office, with Fran Kennedy in charge of all radio commercial copy under direction of the copy chiefs on the individual brands.

H. M. Dancer assumes responsibilities for accounts of all brands in Chicago, New York and Toronto. Effect of realigments is that Messrs. Dancer and Fitzgerald will divide their time by specialized jobs, with no geographical division of responsibilities, it was explained.

The management of the offices, the agency said, still rests on Mr. Dancer, with Ken Beirn as executive manager, in New York; Mr. Fitzgerald, with Fred Leighty as executive manager, in Chicago; Gil Nunns in Toronto, and Al Kabaker in Los Angeles.

Robert Buckley, senior account executive on Whitehall Pharmacal Co. at Dancer-Fitzgerald-Sample, New York, has resigned effective May 1 as a result of the realignment of the agency's executive personnel. Mr. Buckley had been offered the executive position of coordinating all media for the agency with headquarters in Chicago. He preferred to remain in New York.

Mr. Buckley joined the agency April 1, 1945. Prior to that he was with CBS as western sales manager in Chicago. He is currently vacationing in Florida.

Henry Turnbull, who joined the agency the first of the year as an account executive, was appointed senior account executive on the Whitehall Pharmacal Co. effective immediately.

WCAR OPPOSES

Station Protests FCC Action

WCAR Pontiac, Mich. last week protested as "inequitable and unjust" the action of an FCC examiner postponing to April 1 the presentation of UAW-CIO Broadcasting Corp.'s testimony on its application for a Detroit station on 1130 kc.

The Pontiac station presented testimony last Monday and Tuesday in behalf of its own application to move to Detroit and operate on 1130 kc with 50 kw day and 10 kw night (in lieu of 1 kw daytime only).

When the session was continued to April 1 for hearing of the rival applicant's presentation and the testimony of KWKH Shreveport and WNEW New York, intervenors, the station promptly petitioned for full Commission review of the ruling. "It was implicit" in FCC's order consolidating the two cases, WCAR argued, "that no postponement or adjournment was to be afforded UAW-CIO for presentation of its testimony." WCAR asked for "immediate" presentation of the union-identified company's case.

The "apparent ground" for the adjournment, the station reported, was the claim that more time was needed to study revisions in WCAR's engineering proposal. This engineering amendment, it was pointed out, was filed March 5 and accepted March 12. WCAR quoted Examiner James D. Cunningham as ruling that the date of acceptance, rather than the date of filing, is important from the standpoint of affording notice to opposing parties.

But this ruling, the station maintained, "is in direct conflict with the Commission's order in this very same proceeding "that the Commission has consistently regarded the date of filing an amendment and petition for leave to amend, rather than the date of action on the petition and the amendment, as the controlling date for purposes of determining the right to consolidation."

UAW-CIO is seeking 1130 kc with 5 kw day and 2500 w night. Formerly one of four 250-w daytime applicants for Detroit, the company's request for authority to amend to 1130 kc and be heard with the WCAR case was granted by FCC on a 6-to-1 vote on March 17, the date WCAR's hearing was to have started [BROADCASTING, March 22].

PHILCO DISTRIBUTORS SPONSOR BASEBALL TV

TELEVISION stations in 13 cities last week started a series of filmed programs produced at major league baseball training camps by Wallace Orr, Philadelphia, former vice president of N. W. Ayer & Son, Philadelphia [BROADCASTING, March 22]. Philco distributors are sponsoring the telecasts.

The series of 12-minute packages covers the nine teams training in Florida. They are the Phillies and A's, Yankees, Browns, Red Sox, Tigers, Cards, Reds and Senators. Stations are WPTZ Philadelphia, KSD-TV St. Louis, WNBT New York, WBKB Chicago, WEWS Cleveland, WBAL-TV Baltimore, WLWT Cincinnati, WWJ-TV Detroit, WTMJ-TV Milwaukee, WRGB Schenectady, KTLA Los Angeles, WMAL-TV Washington, KSTP-TV Minneapolis-St. Paul.

The video squad, directed by Mr. Orr, filmed a team daily, covering 2,500 miles in two weeks. Working with Mr. Orr was George Kerrigan, his assistant. Filming was handled by Louis Kellman, president of Newsreel Laboratory. Stan Baumgartner, sports writer and ex-ball player, handled introductions with highlights described by Bill Slater.

FM Station Study

MANAGEMENT study of WCSI (FM) Columbus, Ind., has been sent to NAB members with FM interests. The study, conducted by Arthur C. Stringer, NAB FM Dept. director, is one of a series of four ordered by the FM Executive Committee at its meeting last Oct. 24. Other studies in the series cover WEAW (FM) Evanston, Ill:; WFAH (FM) Alliance, Ohio; WTMJ-FM Milwaukee. They will be ready at intervals of a week or ten days. Mr. Stringer has asked FM stations for suggestions in planning additional studies.

CHANGES in corporate names for four Canadian stations have been announced by Radio Branch, Dept. of Transport, Ottawa. CFAC Calgary is now owned by Calgary Broadcasting Co. Ltd.; CFOS Owen Sound is now owned by Grey and Bruce Broadcasting Co. Ltd.; new corporate name of CJCA Edmonton is Edmonton Broadcasting Co. Ltd., and of CKNX Wingham is Radio Station CKNX Ltd.

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX NOVA SCOTIA
JOS. WEED & CO.,
350 Madison Ave., New York,
(Rep.)
5000 WATTS—NOW!

The best food buy in Boston is WEEI — best by 96%!

The WEEI Food Fair has a 158% larger rating than the average for all five similar Boston-originated shows on competing stations or regional networks—96% more listeners than the second-ranking station (Pulse, January-February, 1948). To increase sales of your product in Boston, ask us or Radio Sales about the best food buy in Boston radio...the WEEI Food Fair.

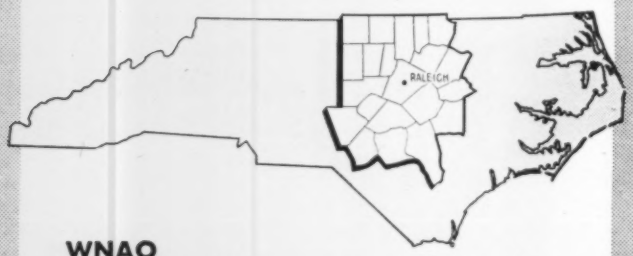
WNAO

RALEIGH, NORTH CAROLINA

IS ON THE AIR!

...and 100,000 families - for the FIRST TIME - can hear an ABC program!

Right! Until now more than 100,000 radio homes of the 157,470 in the WNAO 0.5 M V area have been completely without the outstanding programs of ABC. Now, add WNAO; sell an entirely new, rich market . . . economically!



WNAO MARKET DATA*

POPULATION	983,200
RADIO HOMES**	157,470
EFF. BUYING INCOME	$644,133,000
TOTAL RETAIL SALES	$386,211,000
FOOD SALES	$74,740,000
DRUG SALES	$14,912,000
GROSS FARM DOLLARS	$216,860,000

**0.5 M/V Area.*
Sales figures and population: SM 1947 Survey.
***BMB, 1946 Total Radio Homes.*

WNAO

5000 Watts Day & Night - 850 Kc - ABC

Represented by Avery-Knodel, Inc.

Broadcasting Service of
The News and Observer, Raleigh, North Carolina

WGKV DENIAL

Station Asserts Action Had No Precedent

FCC's proposed decision to deny renewal of license to WGKV Charleston, W. Va., on alleged concealed ownership grounds, was not based on precedent or evidence of record, the station contended last week in oral argument before the Commission *en banc*.

WGKV claimed the proposed decision was unjust in view of the Commission's ruling at the same time renewing the license of WCHS Charleston, companion case in the proceeding. WGKV held that it was unfair to clear WCHS-owner John C. Kennedy of any willful intent to keep ownership information from the Commission while holding WGKV principals Eugene R. Custer and Richard M. Venable guilty under the same circumstances.

The complex WGKV case has been before the Commission since 1944. In December 1947 FCC proposed to deny renewal of license to the station and to dismiss two long-pending applications for transfer of control [BROADCASTING, Dec. 8, 1947]. These involved shuffling of interests between Worth Kramer, Floyd E. Price, and Messrs. Custer and Venable, resulting ultimately in Mr. Venable becoming sole owner. In renewing WCHS the Commission found that Mr. Kennedy was not guilty of willful concealment in failing to report an option contract and executory agreement to acquire stock in WGKV.

Terms Ruling 'Punishment'

WGKV Attorney Robert W. Lawson Jr. of Charleston told the Commission he felt the proposed ruling was a punishment and a "violent, shocking inference" upon the integrity of Messrs. Custer and Venable which was not supported by the evidence. He read the previous testimony of several character witnesses and related the embarrassment caused the two men by local newspaper accounts of FCC's ruling.

Mr. Lawson explained that Messrs. Custer and Venable, respected local citizens and newcomers to radio, had relied innocently upon advice of Mr. Kramer and counsel, William V. Vordery. He said the latter had been represented as familiar with FCC law. Mr. Lawson continued that therefore the pair permitted Mr. Kramer to be listed as record holder of 51% in WGKV while not being beneficial owner of that amount in order to speed Commission approval of the transfer.

The stock holding and ownership practice is neither uncommon nor held dishonest in other fields, Mr. Lawson pointed out. He emphasized that when it was learned that full ownership data must be divulged the two parties voluntarily and promptly took steps to do so.

WGKV's Washington counsel, William C. Koplovitz, compared the WCHS case in which Mr. Kennedy had innocently acted upon incorrect advice of counsel, the late George Porter, then FCC's acting assistant general counsel, in not reporting the WGKV option.

Mr. Koplovitz pointed out that in past cases wrongdoing in and of itself has not been sufficient to deny a grant. He said the Commission has considered equally important the reason the misrepresentation occurred, the manner in which information was furnished upon questioning of the matter by FCC and the conduct of parties in presenting testimony in hearing. He concluded that on the basis of the evidence the only grounds for denial were in the original concealment but with the ruling in the companion Kennedy case even this was not sufficient to warrant denial.

7 More Groups Opposing Lemke Bill Will Testify

REPRESENTATIVES of seven more organizations notified the House Interstate Commerce Committee last week that they would appear in opposition to the Lemke Bill (H.J. Res. 78) at hearings which get underway Wednesday in Washington [BROADCASTING, March 22]. The bill would give FM a portion of the 44-50 mc band in addition to its present 88-108 mc band.

Leading the list is RCA, which has not named a specific witness but expressed its intention to participate. Other additions are Clyde Ellis, executive manager, National Rural Electric Cooperative Assn.; Rhett McMillan, chief of communications of Florida's Dept. of Public Safety; Dale G. Schreiner of the Radio Technical Planning Board; Zellon E. Audritsh of the Indiana State Police and chairman of National Police Committee Panel 13 of RTPB; Fred Crowder, chairman, frequency allocations committee, California Police Radio Assn. and Commissioner Donald Leonard, Michigan State Police, representing International Assn. of Chiefs of Police.

AAAA Discusses TV

A TELEVISION discussion based on programs and commercials broadcast by WABD New York, the DuMont video station, is on the agenda for the national convention of the American Assn. of Advertising Agencies to be held at Virginia Beach, Va., April 7-8, WABD announced last week. WABD's program department is supplying the AAAA with "teletranscriptions" from its files of transcribed video shows. Walter Craig, Benton & Bowles vice president, is scheduled to lead the discussion.

TIME BUYERS ARE PEOPLE, TOO!

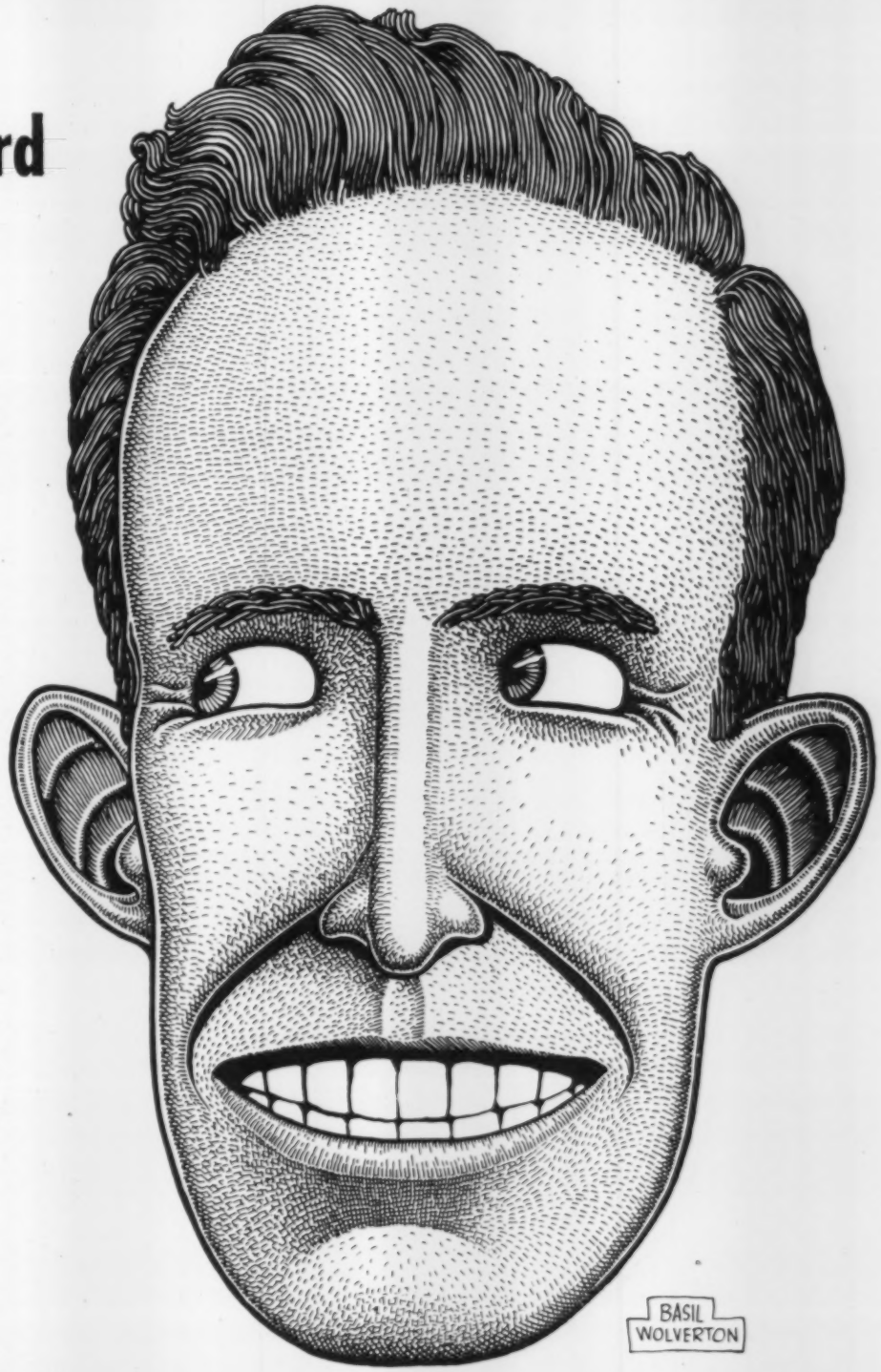
DRAWN BY BASIL WOLVERTON

Jerry F. Crollard

Account Executive

Ruthrauff & Ryan, Inc., Seattle

You've had many honors, Jerry Crollard—president U. of Washington ad club; Inspirational Award, Alpha Delta Sigma ad fraternity; postgraduate scholarship Northwestern University; Seattle Jr. Chamber of Commerce "Outstanding Young Man of 1942" award. You've undoubtedly had many offers from New York and California, but remained by choice in our Pacific Northwest. California visitors to the contrary, our rain is our biggest asset. This ever-abundant rain has led scientists to predict unlimited growth for this area. Oregon's rainfall helped produce crops worth $400,000,000 in 1947. Rain brings us our forest wealth, abundant water for drinking and industrial purposes and our low-cost hydroelectric power. Yes, the Pacific Northwest is a great place, Jerry, and we're proud that for going on 26 years KGW has been so much a part of the life of this region.



KGW
PORTLAND, OREGON
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

INSTITUTE

NBC-Northwestern U. Annual Sessions Open June 28

OPENING of the seventh annual NBC-Northwestern U. Summer Radio Institute in Chicago is scheduled for June 28, the network announced March 17. The six-week sessions will offer 12 courses in advanced radio training, including a newly-created one in station management.

Objective of the institute is to provide opportunity to qualified personnel for advanced training in all non-technical phases of radio. Enrollment again will be limited to persons with previous experience in broadcasting or allied trades.

Judith Waller, director of public affairs for NBC's Central Division and head of its education department, and Don Fedderson, chairman of the radio department of Northwestern's school of speech, will serve as co-directors of the institute.

In addition to the 12 courses offering university credit, a series of six weekly symposiums is scheduled. Subjects will include audience measurement, news, television and codes. There will be one session on any currently controversial problem in broadcasting.

Subjects and instructors are:

Promotion and publicity — Emmons Carlson, former manager of NBC Chicago promotion and advertising staff, and Jack Ryan, Central Division press manager.

Sales—Edward Cunningham, assistant national spot sales manager for WMAQ Chicago.

Announcing — Louis Roen, network staff announcer.

Directing techniques—Arthur Jacobson, Central Division production manager.

Music for radio—Don Marcotte, Central Division music supervisor.

Dramatic and continuity writing—Robert Guilbert, Central Division continuity acceptance editor.

Production procedures—Homer Heck, Central Division.

Program building and planning—Richard Loughrin, Central Division, and Lyle DeMoss, program manager of WOW Omaha.

Public service broadcasting—Judith Waller.

News and special events—Baskett Mosse, former NBC Chicago newsman and now assistant professor at Northwestern.

Opens Law Practice

FRANKLIN C. SALISBURY, former FCC attorney, has opened his own law practice at 820 13th St., N.W., Washington, D. C. Mr. Salisbury, who was formerly associated with Andrew W. Bennett, has also served as attorney with the legal division, office of chief of ordnance and as director of the legal division of the office of field commissioner for Latin America at Rio de Janeiro, Brazil.

WHEREVER THERE'S BUSINESS— THERE'S BURROUGHS

We like the phrase the Burroughs Adding Machine Company is currently using.

For we at WHHM have reason to feel that **"wherever there's WHHM, there's business."** A successful list of renewals tells us that adding machines in the Memphis market are proclaiming that a WHHM campaign is a selling campaign.

Advertising pays off in just one place —at the cash register and WHHM advertisers know their station delivers.

MORE LISTENERS PER DOLLAR IN MEMPHIS

Add up the facts—and the total tells you

WHHM

Independent, but not aloof!

MEMPHIS, TENNESSEE

PATT McDONALD, general manager

FORJOE & CO., representatives

Management

HAROLD J. BROWN, manager of KERN Bakersfield, Calif., March 15, was named manager of KMJ Fresno. Both are McClatchy stations. Mr. Brown succeeded **KEITH B. COLLINS,** who recently was transferred to McClatchy's Sacramento station, KFBK, as manager. Mr. Brown started with KMJ in 1937 as announcer, later becoming sales manager and special events director. He served in Army Air Corps during the war with radio combat unit.

Mr. Brown

LOUIS LEPROHON, manager of CKSB St. Boniface, Man., has been appointed manager of CKCO Ottawa, as of April 1. Prior to opening CKSB two years ago, he was commercial manager of CKAC Montreal.

GUGGENHEIMER, UNTERMYER, GOODRICH & AMRAM, Washington law firm, has announced addition of following personnel: **D. WORTH CLARK,** former U. S. Senator from Idaho; **JAMES M. CARLISLE,** former member of Hartford, Conn. bar; and **JEROME J. DICK,** for seven years member of New York City bar.

E. F. (Fitz) DONNELL, manager of national accounts and merchandising for KGMB Honolulu, has been appointed station manager. He has been with KGMB for past two years, following service with U. S. Navy. Prior to war, Mr. Donnell has been with radio department of Benton & Bowles, New York, and was divisional merchandising manager for Lucky Strike cigarettes.

Mr. Donnell

LEON GOLDSTEIN, WMCA New York vice president, has been named radio division chairman of United Negro College Fund, whose campaign opens April 13.

CBS President FRANK STANTON'S statement on "The Right of the Broadcaster to Editorialize" delivered before FCC has been reprinted by CBS as booklet for mailing to advertisers, agencies, stations, editors, publishers.

J. P. GILMORE, CBR Vancouver, has been elected chairman of CBC Staff Council, succeeding **C. R. DELAFIELD,** CBC Montreal. Other members of executive board are **FRASER COOKE,** CBA Sackville; **W. R. MORTIMER,** CBO Ottawa; **R. M. ROBITAILLE,** CBF Montreal; **ANDRE OUIMET,** CBC French Network, Montreal, and **W. C. HANKINSON,** CBM Montreal, secretary.

JOSEPH H. REAM, CBS executive vice president, is scheduled to address Chicago Federated Adv. Club April 1 on "Dimensions of Television."

VERN DALLIN, manager CFQC Saskatoon, is the father of twin boys, born March 22.

LOFTON L. HENDRICK, manager of KRRV Sherman-Denison, Tex., has been elected president of Sherman Chamber of Commerce.

BENEDICT GIMBEL Jr., president of WIP and WIP-FM Philadelphia, has been appointed to serve on finance committee of Philadelphia Chamber of Commerce.

B. H. BEDFORD, owner of CHVC Niagara Falls, Ont., has been chosen for "Outstanding Young Man of the Year" award of Niagara Falls Junior Chamber of Commerce, "for bringing Niagara Falls a radio station."

RADIO MONTE-CARLO, operating with medium wave of 10 kw and shortwave of 25 kw, next month will install second shortwave transmitter with 25 kw and in June will increase power of medium wave transmitter to 120 kw.

Bill and Shirley Graffis supervising the loading of their car as they sail on the "Empress of Canada" for a European tour.

presenting . . . .

"OUR WAY OF LIVING"

a different, salable

PUBLIC SERVICE PROGRAM

BILL GRAFFIS and his wife, the former Shirley Snyder, are spending 6 months in Europe, interviewing *in English* the "little people"—farmers, shop clerks, working people—on "Our Way of Living" . . . asking about crops, home, school, food, clothing, recreation—the things *your community* wants to hear about.

Equipped with a special car and tape recorder, they will make a series of 26 interviews in all parts of Europe. Airlines will fly each tape to America within 48 hours, where it will be produced into a ¼ hour open-end transcription.

Add *interest, prestige, variety* to your program schedule with "Our Way of Living."

For exclusive use in your area, audition disc and cost, write, wire or phone—

"OUR WAY OF LIVING"

702 UNION TRUST BLDG. **CINCINNATI, OHIO**

PARKWAY 1229

Agreement Outlook Is Dim, Says RWG

THE OUTLOOK for an agreement between the Radio Writers Guild and agencies and package show producers has sunk "not quite to the vanishing point," the RWG said last week.

The Guild statement traced the history of its conversations with a committee representing 18 large agencies, which started in January after the union successfully negotiated a contract with the four major networks, and continued through February and into March. Throughout the conversations the agency committee, according to the guild, has insisted that the union obtain certification as bargaining agent from the NLRB as a preliminary to negotiations.

The RWG, after taking the initial position that such certification was not required by law as a prior condition, agreed finally to seek such certification providing agreement could be reached first on such points as bargaining unit, terms and conditions, and procedure before the NLRB.

Agency committee spokesmen were quoted by the RWG as saying thereupon that they would present these terms, but did not think there was a chance of acceptance. Today, March 29, is the deadline for the agencies' reply.

NEW POSTS ASSIGNED WTOP PROGRAM PEOPLE

A REORGANIZATION of the program department of WTOP Washington becomes effective April 5, with Dick Linkroum named program director and Hazel Kenyon Markel head of the newly-formed department of public relations. Mrs. Markel will handle over-all station public relations locally, coordinating with the activities of the publicity and promotion department.

With Mrs. Markel in charge of the public relations side of programming, and Clyde Hunt, chief engineer, handling program operations, the program department will function more as a creative operation than in the past.

Mr. Linkroum joined WTOP originally as program manager in 1942. Six months later he went on active duty with the Navy, returning to WTOP as producer and director in late 1945. He was named program manager in December 1946, and last Jan. 1 became sales manager for the station, which position he held until the present. Since Jan. 1 Mrs. Markel has been acting program manager, in addition to her duties as director of public service and education. The sales manager's post, vacated by Mr. Linkroum, has not been filled as yet.

SEALING NEGOTIATIONS which gave WFIL-TV Philadelphia the distinction of being the first ABC television affiliate are (l to r) Ernest L. Jahncke, ABC manager of television station relations; Paul Mowrey, ABC national television director, and Roger W. Clipp, general manager of the "Philadelphia Inquirer's" radio and television stations. Contract is said to be first two-year network-affiliate video agreement and first calling for exchange of live, regularly scheduled telecasts.

WRUL Sending Warnings On Communism to Italy

A "CONCENTRATED job on Italy," advancing "dangers of communism," has been started in the form of daily broadcasts by WRUL Boston, according to Walter S. Lemmon, president of the World Wide Broadcasting Foundation Inc. which operates the international station.

Beginning with half-hour programs, beamed at 2:15 p.m., which is 8:15 p.m. in Italy, the series are to increase gradually to one-hour in length as the national election day, April 18, approaches.

Miller to Speak

JUSTIN MILLER, NAB president, will be the principal speaker May 5 at the inauguration of the new president of the U. of Arizona, Byron McCormick, in Tucson. Judge Miller will stop at Tucson on his way to the Los Angeles NAB Convention. KTUC Tucson will broadcast the ceremonies, and has offered to feed it to all 17 stations in Arizona. "If it meets with your approval," Lee Little, KTUC manager wrote in a letter to the 17 stations, "KTUC would plan to originate the broadcast and feed it to KSUN [Lowell], KOY [Phoenix], KVOA, KCNA and KOPO [Tucson]. Stations on an intra-state network would be fed from their own lines. Stations not on such a network could purchase lines to the nearest station carrying the broadcast or perhaps could take it off the air." All have not yet accepted.

ABC's "Ladies Be Seated" will originate at WREN Topeka, Kan., April 9 when program will highlight opening of station's new transmitter and studios. After broadcast, Topeka residents will be invited to special evening performance.

WFIL-TV Becomes Affiliate of ABC

Station in Philadelphia Is First To Join Video Network

ABC last week announced the signing of WFIL-TV Philadelphia to a two-year contract as the network's first television affiliate.

The two-year duration is the maximum permitted by FCC regulations, ABC pointed out. Agreement calls for the exchange of live, regularly scheduled telecasts between ABC and WFIL-TV.

ABC will begin video operations on a major scale during the week of April 5, and by the end of 1948 plans to have ABC-owned video stations operating in New York, Detroit, Chicago, Los Angeles, and San Francisco.

In a joint statement with Roger Clipp, general manager of WFIL and WFIL-TV, announcing the television affiliation, Mark Woods, ABC president, said the network soon will announce the addition of other eastern affiliates in line with ABC's plans for formation of an eastern regional television network.

ABC APPOINTS 4 MORE TELEVISION EXECUTIVES

ABC last week announced the appointment of four more television executives, three of whom formerly were with CBS Television.

Charles Holden, veteran production executive, has been named production manager for ABC Television. His first responsibility will be supervision of video productions to be broadcast over the network's new eastern hook-up, according to Paul Mowrey, ABC's director of television.

Ralph Warren and Marshall Diskin have been appointed ABC video directors, with Mr. Diskin specializing in sports shows. Richard Goggin moves to ABC from WFIL-TV Philadelphia as a television producer starting April 16. Mr. Goggin was with ABC several years ago during the formative stages of its video development.

Accounting Article

ACCOUNTING problems peculiar to the radio industry are outlined in an article "Accounting and Auditing Problems of Radio Broadcasting Companies," in the March issue of *The New York Public Accountant*. The article, which deals primarily with the manner in which station records should be kept, was written by F. C. Soule, treasurer of Onondaga Radio Broadcasting Corp., Syracuse, New York, parent organization of WFBL and WFBL-FM Syracuse, and Howard V. Swartz, a member of the New York State Council on Accountancy.

HELMS Athletic Foundation Award has been awarded to KMPC Hollywood, by Helms Athletic Foundation, Los Angeles, in recognition of its sports coverage and contribution to sports throughout year.

"Mutual" Friends, José and Joe Meet on KPAB

Fictitious characters? Not at all! Joe and José can be any of the 100,000 potential buyers in this rich, isolated market situated on both sides of the Rio Grande. They're "Mutual" friends because KPAB (get it?) is the ONLY radio station serving this prosperous area!

THE MUTUAL STATION

SERVING 2 NATIONS

LAREDO'S ONLY RADIO STATION ★ MUTUAL *and* TSN ★ REPRESENTED NATIONALLY BY JOHN E. PEARSON COMPANY

KPAB is the place for YOU to meet José and Joe!

You can't meet José and Joe unless we air your message for you, because You can't cover Laredo without KPAB! We're on the air 18 hours daily, bringing the best of Mutual's programs to the nation's biggest cattle producing county and Texas' famed winter garden! Let's send you details!

KPAB

LAREDO BROADCASTING CO.
Howard W. Davis, President
LAREDO, TEXAS

BMI...

First in Television Music

BMI has long been ready for television. Since 1940 it has granted the unrestricted right to perform its music in television broadcasting.

At present BMI is the only major performing rights organization that serves or can serve television on the same basis as audio broadcasting.

An ever increasing BMI catalog — *widely diversified from classics to be-bops*—gives television broadcasters a complete service of music for every type of program.

In the future, too, BMI pledges all of its facilities and all of its cooperation in helping television pioneers, whether broadcasters or film producers, meet every musical need on the road ahead.

Consult BMI now for information concerning music in television.

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

New York • Chicago • Hollywood

NOOS

10,000 WATTS IN KANSAS CITY

WHB

DON DAVIS
PRES.-GEN'L MGR.
JOHN T. SCHILLING
GENERAL MANAGER

Represented by JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES

• 5,000 WATTS NIGHT

BMB STUDY NO. 1 NOW AVAILABLE HALF PRICE

BROADCAST Measurement Bureau's Study No. 1 on station and network audience reports is now available at half price, BMB announced last week.

The BMB Area Report is now offered at $17.50; the BMB Network Report is priced at $12.50. The complete set of BMB station audience reprints has been marked down to $32.50. The price of individual station audience reprints remains unchanged.

The price reductions, according to BMB's executive committee, are due to "the fact that half the active life of the reports has transpired and that the Study No. 1 reports will be superseded in approximately 18 months by reports covering the 1949 nationwide survey."

Seeds Denial

DENYING rumors of cancellation of NBC *Red Skelton Show*, (Brown & Williamson Tobacco Co.) Lou Place, West Coast manager of Russel Seeds Agency, pointed out that 104-week option had been taken on program one year ago. This, he pointed out, means contract still has one more year to run. Likewise, he said, *People Are Funny*, also sponsored by the tobacco firm, was picked up recently for another year.

Contests Will Aid Cancer Fund Drive

TWO MAJOR national contests plus one regional contest will be launched April 5 as a part of aural and visual radio's participation in the American Cancer Society's annual fund campaign, it was announced last week.

Queen for a Day, weekday series on MBS, is planning to select a vacation queen, the grand winner in a series of daily merchandise prize winners on the program. Contestants are to complete the sentence, "I would like to take a vacation because . . .", and will be asked to contribute to the drive. Daily winners are to be announced April 12-May 14, with the vacation queen revealed May 24.

The second annual national disc jockey contest also begins April 5. Awards will be given to the jockey drawing the most money per capita in his area, and to the national winner.

New York independent stations also are planning competitions for a total of $36,000 worth of prizes. Grand prize is to include a new house completely furnished, an automobile, mink coat and many home appliances. Entrants are to tell in 25 words or less "Why I give to the cancer fund."

Campaign kits, including transcribed and live spot announcements, station breaks and dramatizations, are being sent to 1,850 AM and FM stations. National advertisers also are being asked to support the drive.

'Fifth Network' Opening Sales Offices in Chicago

TEMPORARY sales offices for Radio America Inc., "fifth network" being formed by Paul M. Titus and Assoc. have been opened at 75 East Wacker Drive, Chicago, George O. Roesler, sales manager, announced Tuesday. The offices are on the fifteenth floor of Lincoln Tower.

Mr. Roesler states "many inquiries" have been received regarding purchase of time on the proposed network. He previously indicated that sales offices soon would be opened in New York, Atlanta, Dallas, San Francisco, and Los Angeles as well as Chicago. [BROADCASTING, March 8].

Titus Trial Delayed

TRIAL of Paul M. Titus, Rudolph J. Fjellstrom and Charles J. Husband in the "Fifth Network" case has been definitely set to start April 26. Ivan Sperback, counsel for Messrs. Fjellstrom and Husband, and John McCarthy, attorney for Mr. Titus, appeared in Superior Court at San Francisco March 22 and asked for the delay. Assistant District Attorney A. E. Weinberger will prosecute the case which will be tried in court of Judge Albert C. Wollenberg.

Commercial

PETER B. JAMES has been appointed manager of recently-formed television department at Weed & Co. New York. Division was formed "in recognition of the tremendous growth of this new medium in the past few months." Mr. James formerly was advertising and business manager of Television Magazine.

BARBARA HATHAWAY, formerly with Arthur W. Stowe Adv., Los Angeles, and before that with KGW Portland, has joined KECA Hollywood, as national spot sales traffic manager, replacing **AGNES TURN**, resigned.

HUGH CLARK, former engineer and studio supervisor of CBC Toronto, has been transferred to commercial division of CBC Toronto, as sales representative.

JOHN Q. (Jack) HALL has been appointed vice president and general manager of Western Radio Adv. Inc., sales representative of Western stations, effective April 1. Former San Francisco manager of W. S. Grant Co., Mr. Hall will be headquartered in that city. He will coordinate activities of Western Radio's San Francisco and Los Angeles offices.

WALTER DUNN, former sales promotion manager for WJZ New York and ABC Spot Sales department, has been appointed an account executive in the latter department.

CHARLES TOMBRAS & Assoc., Knoxville, has been appointed by WIBK Knoxville to handle station promotion and advertising.

RANDY MICHELSON, with WHN New York since 1943, has been promoted from member of sales department to traffic manager of the station.

NORMAN E. NOYES, formerly with NBC in Los Angeles, has joined Bolling Co., as part of expansion of company's West Coast operation. New offices have been set up in Hollywood and in San Francisco.

ED LESNICK, formerly of WFRP Savannah, Ga., has joined commercial department of WFPG Atlantic City, and **JACK WILSON**, formerly with WHAS Louisville, Ky., has joined sales staff.

MRS. HELEN R. PAIGE has joined WKNE Keene, N. H., as chief bookkeeper.

FREE & PETERS has been appointed as national representative by WPIX (TV) New York, scheduled to begin operations June 15.

JEAN GRIFFITHS has been appointed station representative of CKOV Kelowna at CKOK Penticton, satellite station of CKOV.

EDWARD DAVIS, former freelance writer, has been appointed commercial manager of KDFC (FM) Sausalito, Calif., scheduled to begin operations by summer.

SUE JOHNSON, traffic manager of WDOD Chattanooga, and William Richardson have announced their marriage.

WALTER I. KINGSLEY, former acting commercial manager of WHOB Gardner, Mass., has joined sales department of WCOP Boston. Mr. Kingsley previously was with sales department of New York office of American Airlines.

RADIO REPRESENTATIVES Ltd., Toronto, Montreal and Vancouver, has been appointed representative for CKX Brandon, effective April 1.

NORTON H. JONATHAN, associated with Chicago radio since 1941, and recently with WJJD Chicago in production and m.c. capacities, has joined sales department of that station.

JIM MARTIN and **LARRY SURLES** are new account executives for WATV and WAAT Newark, N. J. in national radio sales department. Mr. Martin formerly was with NBC. Mr. Surles' most recent affiliation was with John Blair & Co., New York, as sales account executive. Previously he held similar position with cooperative program department of ABC.

GEORGE CREECH, national spot sales traffic manager of NBC Central Div., is the father of a girl.

WMCA New York has announced that its sales since the first of the year show a 30% increase over a similar period last year.

Sincere Thanks . . .

VARIETY

1945 — You commended KNOE. A DISTINCTION we thought—as we had only been on the air three months.

1947 — For responsibility to the community you recognized us with a Plaque Award. Since we are one of two 250 watt stations in the nation so recognized—we are thrilled, to say the least.

KNOE

MONROE, LOUISIANA

THE "KNOE - HOW" STATION

Affiliated with the National Broadcasting Company

James A. Noe, *Owner*

Robert W. Dumm, *Vice President — General Manager*

Thank You

VARIETY

for the

SHOWMANAGEMENT AWARD

for

RESPONSIBILITY TO THE COMMUNITY

TO

WHLI

ONLY EIGHT MONTHS OLD

The story of WHLI is the Long Island story — a story of people in a large quality market who turn to WHLI regularly for familiar good music and local news, just as they turn to WHLI for responsible service to the community.

the current 1948 season.
WHLI
Hats off to Elias Godofsky and his
new 250-watt daytime operation. In
its brief career since first blowing a
whiff of fresh air into the small com-
munity of Hempstead it has fought
the good fight with telling results.
Recognizing that there are more than
20 stations in the Metropolitan New
York area, WHLI put all its pro-
gramming eggs into the local com-
munity basket.
Because it regards the Long Island
Railroad as a local institution, it
went to work after the Big Snow of
December and trained its guns on an
investigation of the railroad's break-
down, whipped up commuter senti-
ment, came up with some sought-for
evidence which it forwarded to the
Public Service Commission, and, as
a rousing finale put on its now
memorable "Operations Snafu"
series of shows (two documentaries
and one Gilbert & Sullivan-motifed
satirical blast). The good Hemp-
stead townsfolk now say that if you
listen closely, the wheels of the
purged LIRR cars can be heard to
sing out the refrains of the G & S
parodies. As a fitting tribute, the
Clifford Evans-Rhoda Cantor—
scripted G & S presentation will
soon get a full-blown stage produc-
tion in Mineola, the county Seat—a
fitting memorial to WHLI's success-
ful campaign.
— From VARIETY'S
"Showmanagement Review"
March 17, 1948

WHLI 1100 ON THE DIAL

WHNY 98.3 on the *FM* dial

Hempstead, Long Island, New York

"THE VOICE OF LONG ISLAND"

ELIAS GODOFSKY
President

PAUL GODOFSKY
Executive Vice-President

CLIFFORD EVANS
Vice President, Public Affairs

WCKY - 50,000 WATTS OF SELLING POWER

WCKY Programming not only gives the advertiser

the greatest value

in the Cincinnati metropolitan area of 253,000 radio families

But

WCKY Programming and Power gives this same value

in the entire Cincinnati trading area with an added

100,000 families

at no extra cost

WCKY—On the air 24 hours daily

INVEST YOUR AD DOLLAR WCKY'S-LY

IN THE WHOLE CINCINNATI TRADING AREA

Tabulated below are PULSE of Cincinnati average ratings for the Cincinnati Metropolitan area (January-February 1948), AND PULSE AVERAGE RATINGS FOR THE FIRST RING OF SIX COUNTIES AROUND THIS METROPOLITAN CINCINNATI AREA (January 1948), exclusive of Network Station A which is first in both areas.

8:00 AM to 8:00 PM Monday thru Friday

STATION	PULSE METROPOLITAN AREA	PULSE OUTSIDE AREA
WCKY	5.7	5.7
Net Sta B	6.3	4.2
Net Sta C	4.5	*
Net Sta D	4.2	3.6

(*—less than 1.0)

Only WCKY, of these four stations, gives outside audience equal to metropolitan audience. Audience measured by the same yardstick—PULSE, INC.

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Market Study No. 1

LAST WEEK the Spring edition of the Washington telephone book was delivered. There were two of them—one for business (the yellow section) running 904 pages and one for regular listings. When the Washington radio market study in this issue was ordered we didn't know the city was a two-phone-book town. But we did know it was a city with more than 97% of the homes radio equipped.

We picked Washington for the first survey—well, because it was headquarters. It's not the biggest market; not the smallest city and not a typical market at all.

We've tried to answer all the questions tossed at us over the years by His Nibs, the client, and His Client's Nibs, the agency. This is the package. There are flaws, we know. Perhaps certain facets are covered too comprehensively; others not well enough.

We'd like reactions as guide posts for other upcoming radio market analyses. Our desire is to wrap up a radio market package in each of these studies that will provide the agency and the client with those vital statistics he must have in devising the radio campaign.

Where Credit Is Due

THE AVERAGE American broadcaster is confronted with many vexing problems. One of the most painful these days is the matter of credit to finance his entry into FM and perhaps TV. As a prudent business man he knows he cannot sit on his AM hands. He knows (in the average case) that he can't pay the freight for these new operations out of AM earnings or reserves.

And he has found (along with the aspirant) that banks and other lending agencies are becoming more and more reticent about advancing funds for capital investments. The network affiliate has discovered that the two-year affiliation contract is one great barrier.

The network regulations of the FCC specify (Sec. 3.103) that no license shall be granted to a standard broadcast station having any contract, arrangement, or understanding with a network organization for a period longer than two years. There is a proviso that a contract for a period up to two years may be entered into within six months prior to the contract commencement.

This places the average affiliate upon tenuous ground, particularly in relation to his borrowing capacity for expansion. For the average station, a network affiliation is an important franchise. A two-year loan is a short-termer in banking parlance. The kind of investment entailed in TV or FM cannot be amortized or effectively curtailed in that time.

AM and FM licenses are now issued for three years. There's plenty of sentiment for a minimum license tenure of five years. There ought to be 10 or 20 years, in our view.

As a temporary expedient—until there is an expression from Congress—the FCC certainly should look favorably upon a change of the network affiliation rule that would permit contracts to run for the duration of the station license—three years. That would give greater stability to the medium, reduce the number of station sales (since construction loans would be more easily procured) and foster general expansion looking toward fulfillment of the law's mandate that there be "larger and more effective" use of all radio.

Lest We Forget

FOR THE second time in our generation there are war clouds on the international horizon. Events in Europe are following the all too familiar pattern of less than a decade ago.

It was not until June of 1941 that President Roosevelt proclaimed a national emergency—seven months before Pearl Harbor. There already had been established the Defense Communications Board to blueprint the role of communications (including radiobroadcasting) in the war crisis.

Radio had never been to war before. Section 606 (c) of the Communications Act gave the Chief Executive unlimited powers over all communications. It became operative with the national emergency. But its terms were never invoked. And radio—all communications in fact—emerged from that grim fight for survival with colors flying and with the justly earned plaudits of a grateful nation. That happened despite the hysteria and despite original support by the military of far-reaching projects to invoke 606 (c) and place in the hands of the military control of all communications as a security measure.

The wisdom of retaining operations in private experienced hands, and of voluntary censorship, was amply demonstrated in the outcome of World War II.

Section 606 (c) is still in the Communications Law. The national emergency decreed by President Roosevelt is still in force. But we doubt whether there are military blueprints calling for commandeering of communications in the event this "cold war" should by some quirk or incident, become hot.

With an eye to the possible future, there already has been created the National Security Resources Board, a cabinet level planning body whose functions would encompass and go beyond those of the War Production Board of the recent past. Already Leighton H. Peebles, who served ably as the key communications officer of WPB, is headed back to Washington for a similar assignment with the new agency.

Last week, FCC Chairman Wayne Coy addressed the Institute of Radio Engineers in New York. He cited world events as giving "special urgency" for "radio preparedness." He discussed the need for careful planning of radio's future. He had served conspicuously in high office during the last war.

These are not alarmist views. But these are not times to play ostrich. As one broadcaster has commented, "radio ad libbed its way through World War II." Though we hope it will never be used, the finished script should be written and cleared in preparation for whatever may lie ahead.

VD D-Day

RADIO can number among its major contributions to the health and welfare of the nation its cooperation with the campaign against venereal disease. Latest step in the campaign and one that may very well prove one of the most effective is the production by Columbia U. of a series of transcriptions for the U. S. Public Health Service. (See story page 55.)

During the war the armed forces through strong preventive measures and an intensive educational campaign were able to keep the most dreaded of these diseases—syphilis—in check. After demobilization the number of victims increased alarmingly. It is to combat this increase and to publicize new treatments that the present drive has been launched. There can be no doubt that broadcasters again will turn their hand to a campaign that is in the interest of all.

Our Respects To—

FRANK BERNARD FALKNOR

MILLERSTOWN, Pa., isn't even on the map. But when the history of twentieth century radio is written, this tiny hamlet (population 60) is certain to receive honorable mention. It is the birthplace of Frank Bernard Falknor, assistant general manager of WBBM Chicago.

A rare blend of engineering and managerial genuis, he is WBBM's indispensable man. When H. Leslie Atlass, manager of the station and vice president of CBS's Central Division, lets down in his dual role, Frank Falknor is always at hand. As an administrator, he works quietly and efficiently, with a keen sense of employe relations. About things technical—just put the rough idea of a program into his head and—presto—out comes the solution in detail.

Mr. Falknor's engineering abilities have been recognized by both civilian and military authorities. In 1924 as a protege of Dr. Frank Conrad, famous Westinghouse shortwave pioneer, he set up America's first shortwave relay between KDKA Pittsburgh and KFKX Hastings, Neb. He aided in synchronizing WBZ Boston and WBZA Springfield, Mass. in 1925, and KFAB Lincoln, Neb. and WBBM Chicago in 1933.

Midway in World War II, he was drafted by "Wild Bill" Donovan as O.S.S. communications chief in the Far East. Working "underground" from Calcutta to Kunming, he found the "toughest" job of his career.

"It was bad enough eating water buffalo and living in flimsy houses that mysteriously caught fire at night," he recalls. "On top of this, because of the secrecy of our operations, we had to fight the Army, Navy, Marines, the British, and the natives—as well as the enemy."

Frank Falknor's record is the more amazing because radio was thrust on him. Leaving Carnegie Tech in 1920 after his junior year, his first job was designing lightning arrestors for Westinghouse in Pittsburgh.

"I liked the job and liked the pay," he relates. "Then, one day in 1922, I was told I would be in radio from then on—at a 10% cut—or else. Well, I needed the money, so here I am."

After seven years with Westinghouse, Mr. Falknor hung out his shingle in Chicago's loop as a "radio consultant," styled as Doolittle & Falknor. From 1927 to 1933 he did special engineering work for the Chicago *Tribune* (WGN), St. Louis *Post-Dispatch* (KSD) and several independent Chicago stations, notably

(*Continued on page 74*)

Take the GUESS out of Buying

with WOV's 5 Audited Audiences

YOU DON'T HAVE TO TRY THEM ALL. WOV's continuing market studies give you vital up-to-the-minute market information on specific listening groups.

To TAKE THE GUESS OUT OF BUYING see and get WOV's complete analysis of each of 5 Audited Audiences. It tells you age, sex, income, likes and dislikes, buying power and buying habits ...real information that opens the door to known individuals. At WOV the alert advertiser keys his message to known individuals, not to an unknown mass audience.

Audited Audiences, a WOV exclusive, is a help to helping you to TAKE THE GUESS OUT OF BUYING.

Ralph N. Weil, General Manager • The Bolling Co., National Representative

★ WAKE UP NEW YORK *with Bill Williams*
★ 1280 CLUB *with Fred Robbins*
★ BAND PARADE *with Bill Gordon*
★ PRAIRIE STARS *with Rosalie Allen*
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. *More than the combined population of Baltimore and Washington.*

WOV
NEW YORK

TAKING the cake at recent party in Hollywood marking Glenn Hardy's and Fred Shields' 14th year on MBS "Newspaper of the Air" for Alka Seltzer are client, agency and media representatives. Front row (l to r): Forrest Owens, radio supervisor, Wade Adv., Los Angeles; Sydney Gaynor, Mutual-Don Lee general sales manager; Frank G. Clancy, vice president, Miles Laboratories, Los Angeles; Walter A. Wade, executive vice president, Wade Adv.; Stuart Reynolds, Mutual-Don Lee account executive; Walter Spencer, sales manager, Miles Labs. Back row (l to r): Will Ragan, Wilfred Brown, editors of "Newspaper of the Air"; Gordon Norberg, merchandising research director, Wade Adv.; Robert Dwyer, general manager, Wade Adv.; Glenn Hardy, program newscaster; Fred Shields, commercial announcer; Terry Hayward, assistant radio director and copy chief.

RADIO IN WEST

Media, Educators Meet In San Francisco

WESTERN RADIO Conference, which held its first annual meeting in San Francisco March 20 and 21, voted to hold its 1949 session in the same city. Two hundred delegates from California, Nevada, Colorado and Oregon, representing educators, network and independent radio operators attended.

The conference agreed that radio is a "must" in education and that radio must continue to produce programs beamed to the masses.

Dr. Harold H. Fisher, chairman of the Hoover Institute and Library, Stanford U., characterized radio as the most adaptable medium to explain education to a critical public.

It was brought out that teachers in the western conference area have not been sufficiently well trained in the fundamentals of radio production, or the demands of commercial station programming, for a sustained series of programs.

William Delmar, formerly program manager, KSMO San Mateo, Calif. said:

"We pleaded with the educators to help us develop educational programs and to participate in them. Educators weren't ready to meet the challenge."

Jennings Pierce, NBC public service director, Hollywood, admitted "commercial radio" has missed on adult education. "Programs should be established when the need is established," he said.

560 KC.
1000 WATTS
KFDM
BEAUMONT
PORT ARTHUR
ORANGE
BEAUMONT TEXAS
DELIVERS AN
IMPORTANT THREE CITY MARKET
EXPANDING! PERMANENT! DIVERSIFIED! A vastly important area in today's economy — 129% Retail sales increase over pre-war sales. IMPORTANT for petroleum production, refineries and by-product manufacturing, shipping and ship building, lumber mills and rice mills ... Steady employment for thousands!
REPRESENTED BY
FREE & PETERS, INC.
AFFILIATED WITH AMERICAN BROADCASTING CO., INC.

Respects

(*Continued from page 72*)

WIND. He joined WBBM as chief engineer in 1933, and remained in that capacity until O.S.S. called in 1943.

When he left the service in March 1945, he returned to CBS as general manager of KMOX St. Louis. Nine months later, he was back at WBBM as right-hand man to Les Atlass.

Mrs. Falknor, the former Jean Eakin, first met her husband when both were students at Wilkinsburg (Pa.) high school. Only one of their three children — 22-year-old Ann —has her dad's craving for scientific knowledge. A brain-wave researcher at the U. of Chicago, Ann presently is "boring holes in monkey's heads, then inserting electrodes so she can watch for brain reactions," Mr. Falknor explains.

An elder daughter, Mrs. Margaret Valverde, 24, recently presented the Falknors with a grandson, which makes Frank feel "very decrepit." A 19-year-old son, Frank, Jr., is with the Army in Tokyo.

News

PAUL VISSER, assistant to **WILLIAM C. DRIPS**, NBC director of agriculture, temporarily will substitute as farm director of KOA Denver, until permanent replacement is named for **HARLEY C. RENOLLET**, who died March 11 [BROADCASTING, March 22].

TRACY S. LUDINGTON has been appointed news supervisor and public relations counsel for CJAD Montreal.

ROBERT S. LARIMER, former publicity director for Arthur Meyerhoff & Co., Chicago, has been appointed director of news and special events at WLAC Nashville. Mr. Larimer, veteran of Coast Guard, previously was announcer with WTMA Charleston, S. C.

Mr. Larimer

MARSHALL WILLS, formerly with WKBC North Wilkesboro, N. C., has been appointed news editor of WPTF Raleigh, replacing **ED KIRK** (See Production).

ROBERT UNANUE, CBS assistant director of Latin American relations, was due to leave New York Saturday, March 27, for Bogota, Colombia, to cover Ninth International Conference of American States. Starting March 30 Mr. Unanue plans to broadcast nightly shortwave commentary on conference to the Spanish-speaking countries of Latin America.

DALE GREY has joined CKOV Kelowna as newscaster.

BILL McLAREN, former newspaperman of Springfield, Mass., has been appointed to news bureau of WONS Hartford, Conn.

BARNEY MORRIS, former news director of WMBH and WMBH-FM Joplin, Mo., has joined Galveston (Tex.) Daily News as news editor.

JOHNNY BOYER, who conducts "Whirl Around the World of Sports" over KDKA Pittsburgh, has been named winner of contest to determine Pittsburgh's best sportscaster, conducted by "Huddle" magazine, Pittsburgh sports publication.

JAMES MURPHY has joined news and special events department of ABC Central Division as writer.

PAUL LEDUC, former program director of CBC Montreal, has joined CKVL Verdun, Que., as newscaster.

DR. WALLACE STERLING, KNX Hollywood news analyst and faculty member of California Institute of Technology, has resigned professorship to become director of Huntington Library, Pasadena, Calif., effective July 1.

HARRY ROBERT, sportscaster at KYW Philadelphia, has written an article on Jimmy Demaret, "Gaudiest Guy in Golf," which is being published in the April issue of Sportsfolio Magazine.

BARNEY MILLER, night editor of CBS Hollywood newsroom, is author of "The Unforgettable Casey" in current issue of Esquire Magazine.

Wood carving courtesy Hamilton Watch Company, Lancaster, Penna.

DEADLINE APRIL-24th

NAB Convention Issue

Just 3 weeks till deadline . . .

The 1948 NAB Convention Issue will feature an expanded analysis of competitive radio billings. Hitherto unreleased figures on 24 general product groups; product name, amount the sponsor spends, where he spends it and what his money buys. Timely figures based on the last 3 months of 1947 and the first 3 of 1948.

Watch, too, for BROADCASTING'S capsule analyses of radio success stories. Program, type, sponsor, how it's produced, how it's merchandised, what it's designed to accomplish and its sales record.

These two articles, plus regular spot news, NAB features, by-lined stories on current radio problems, assure top readership for the Convention Issue. And for your sales story. Circulation: 16,500 guaranteed. Regular rates. Write, wire or call (collect) for reservation.

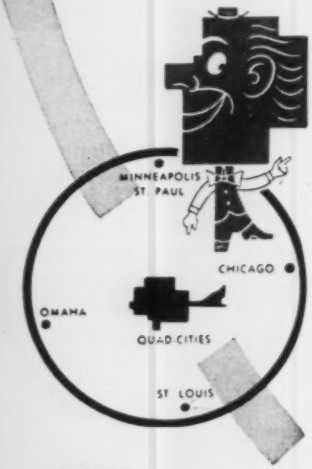
BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

NATIONAL PRESS BUILDING ● WASHINGTON 4, D. C.

WOC

FIRST
in the
QUAD Cities
The 40th retail market
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE

"Member of the FIRST—
WEAF (NBC)—Network."



WOC WOC-FM
5,000 Watts, 1420 Kc.
BASIC NBC Affiliate
Col. B. J. Palmer, Pres.
Buryl Lottridge, Mgr.
DAVENPORT, IOWA
National Representatives:
FREE & PETERS, Inc.

Nielsen AM-FM-TV Audimeter Readied

Demonstrations to Be Held Soon In New York and Chicago

AN ELECTRONIC RECORDER capable of measuring AM, FM and TV at the same time, and of measuring simultaneously the extent of listening to as many as four radios on a single record, soon will be demonstrated in New York and Chicago, the A. C. Nielsen Co., producers of the Nielsen Radio Index, announced last week.

The new device will be an improved Audimeter, Nielsen's present system for measuring radio audiences. It will utilize "an amazing group of techniques to create an ideal combination of rapidity in transmission and processing of data," the announcement said.

AM, FM and TV will be measured with a single Audimeter "irrespective of whether the three types are combined in a single receiver or arranged in separate sets—and a single record will register all three types of listening simultaneously," the release added.

The Nielsen announcement said that measurement of the listening of four radios on a single record can be achieved by the new Audimeter despite the fact "it may not prove important for another year or two to go beyond two-radio homes."

"The sales trend of small radio receivers is such as to threaten premature obsolescence of radio meters incapable of measuring three or more receivers," Nielsen believes.

Ben Adler Starts Own TV Consulting Service

BEN ADLER, video expert, has left Transmitter Equipment Manufacturing Co. of New York, to devote almost full time to the practise of consulting engineering, specializing in video broadcast facilities design, construction supervision and installation of television stations.

Mr. Adler

Mr. Adler, whose offices are temporarily located at 15 Gedney Circle, White Plains, N. Y., is retaining his interest in Temco Service Corp. which installs and services television receivers within a 50 mile radius of New York.

In 1942 Mr. Adler was manager of RCA's test and measuring section at Camden, N. J., where he directed development and manufacture of special test devices for radar and television for armed forces wartime use. He was engaged as chief facilities engineer for ABC in 1944. In 1947, he left ABC to establish his own television service company.

Allied Arts

RAY S. GROENIER, former chief radio engineer for Madison, Wis. Police Dept., has been appointed RCA sales engineer in charge of communications sales for southwest region. Mr. Groenier's territory will include Texas, Oklahoma, Arkansas, Mississippi, Louisiana, and part of Tennessee with headquarters at 1907-11 McKinney Ave., Dallas.

HENRY CLAY GIPSON, former production director of Films Inc., New York, is president of new counseling and production organization known as Visual Specialists Inc., 444 Madison Ave., New York.

ANTHONY WRIGHT, former chief RCA Victor television engineer, has been appointed chief television engineer of Magnavox Co., Fort Wayne, Ind. Mr. Wright was affiliated with RCA for 19 years. More recently he has been chief engineer of U.S. Television Mfg. Co., New York. With appointment of Mr. Wright, Magnavox Co. expects to begin production of television sets within 90 days.

Mr. Wright

JACQUELIN BRITTON, of Chicago women's interest department of Theodore R. Sills & Co., Chicago and New York public relations firm, has been transferred to New York office, where she will direct activities for various food accounts. **JOAN WHITE** has been added to Sills' staff in Chicago.

TELECOMICS Inc., New York, has announced completion of series of 52 four-minute television films based on King Features syndicated comic strip, "King of the Royal Mounted." Films will be offered to all video stations and advertising agencies in U. S., according to **JOHN HOWELL,** vice president of Telecomics, which is a subsidiary of Stephen Slesinger Inc., New York.

ADVERTISING CLUBS of Scranton, Pa. and Burlington, Vt. have been granted charters of membership by Advertising Federation of America. **THOMAS P. RYAN** heads the Scranton club, and **H. GEORGE ZAETZ** is president of the Burlington organization.

MARY CONWAY has announced her resignation as head of Radio Section of British Information Services in New York to marry Viktor Petschek, New York businessman. Miss Conway said she plans to freelance in radio production and publicity after honeymooning in Bermuda.

MERCHANDISING ENGINEERS Inc., new San Francisco firm, has organized to offer food manufacturers and their agencies a market research, sales and merchandising program in California marketing area.

ADMIRAL Corp., Chicago, has reached 200-a-day shipments of television receivers and is expected to reach 400 daily by May 1, according to **ROSS D. SIRAGUSA,** president. Table-model TV receiver also will be put on market by Admiral this spring, Mr. Siragusa reports.

HAMILTON WHITNEY PRODUCTION Inc., Beverly Hills, Calif., is producing series of 52 films for television based on transcribed series "The Unexpected." Films are to consist of 15-minute episodes, each complete, and will be produced on 16 mm stock. **AL GERSHENSON** produces the series; **FRED BRUNE** is director.

MOTOROLA Inc., which has allocated advertising budget in excess of $2,500,000 for 1948, this spring will introduce portable sets—new Sporter, five-tube AC/DC or battery-operated set contained in woven-fabric case permanently coated with clear, durable plastic, and its new 3-way Playmate Jr. and midget sets, Model 58L11 and 48L11.

ZENITH RADIO CORP. has reported estimated net consolidated operating profits amounting to $2,116,324 for first nine months of its current fiscal year (ended Jan. 31, 1948). Shipments for period, including last quarter, and month of February, were highest in its peacetime history, the company said.

FIRST EQUIPMENT 'OK' GIVEN FOR 460-470 MC

FIRST CERTIFICATE of type approval for equipment to be used in the 460-470 mc citizens' radio service was issued last week by FCC to Citizens Radio Corp., Cleveland. The camera-size, 2½-lb. transmitter-receiver units will operate on 465 mc.

Regarding this service, FCC Chairman Wayne Coy told the Institute of Radio Engineers last Tuesday in New York that "having given type approval, the Commission will make it very simple to get a station license." He said this means "that as soon as this first type-approved set gets into production, the public can start enjoying this new type of radio service." (See story this issue.)

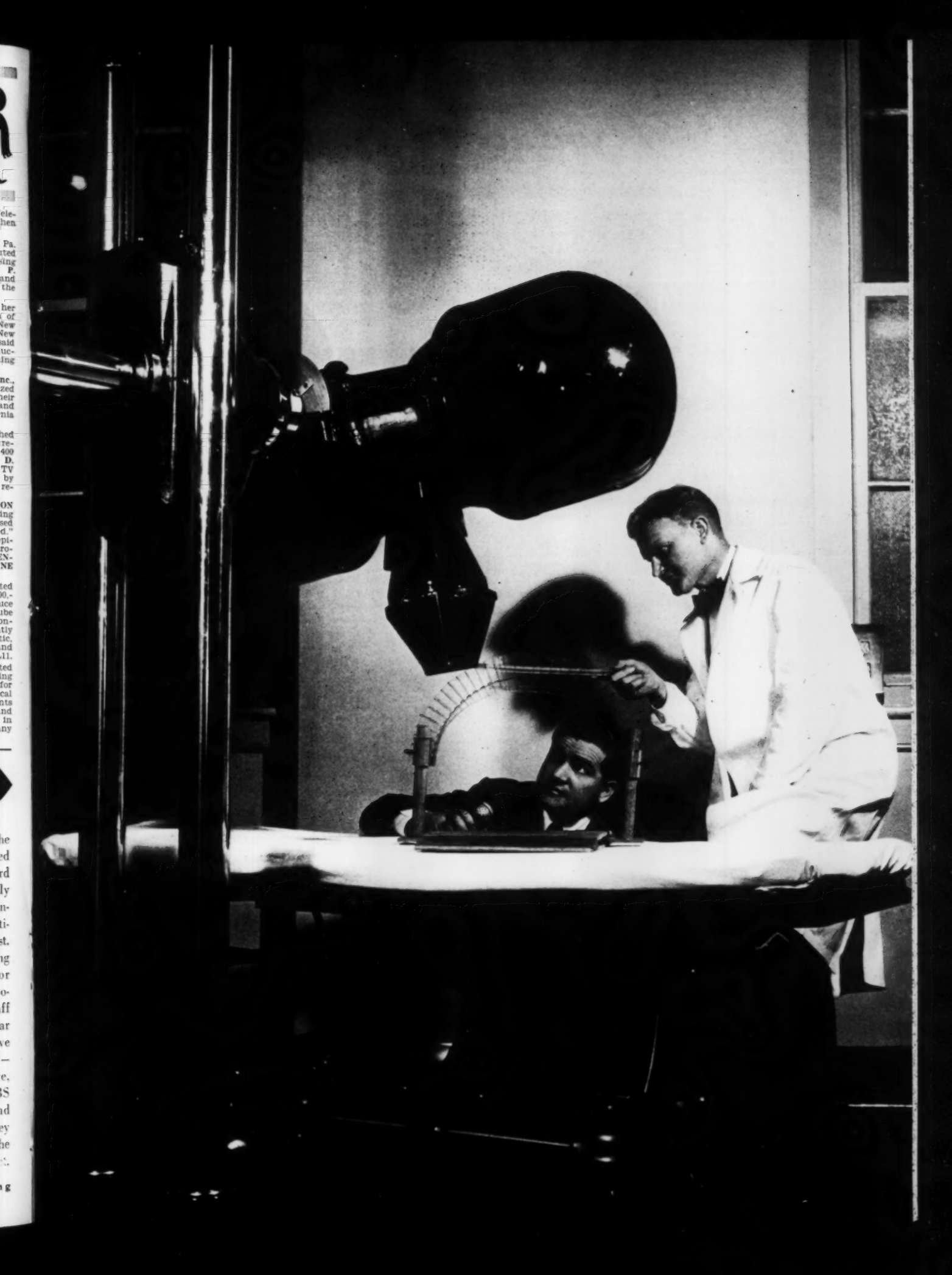
The FCC report stated that tests conducted in the Commission's laboratory at Laurel, Md., indicate this unit's ability to comply with provisions of Part 19 of FCC's rules governing the new service. The rules were effective Dec. 1, 1947. It was stated that provisions of licensing to govern private short-distance communication, radio signaling and control of objects by radio are in preparation.

The report of the Commission indicated this initial approval forecasts the early availability of units suitable for the service.

Adv.

Keeping up with WCBS
(NEW YORK'S #1 STATION)

To keep his listeners abreast of the new miracles being accomplished by modern medicine, Bill Leonard of "THIS IS NEW YORK" recently visited the Bronx Veterans' Administration Hospital—the largest institution of its kind on the East Coast. Here, in addition to tape-recording interviews with paraplegics—for broadcast subsequently on the program—Leonard talked with staff members and inspected post-war therapeutic equipment. Intensive personal spadework such as this—to insure a more comprehensive, more reliable story—is a WCBS programming trademark . . . and *another* reason why Columbia's Key Station in New York remains the #1 station in America's #1 market.



Production

CHARLES OPPENHEIM, who was appointed director of promotional activities of WINS New York six weeks ago, last week submitted his resignation, effective April 2, to devote his time to development of several retail television packages. He also will continue to direct and produce "Book Convert" on WQXR New York, Sat., 2-3 p.m. Mr. Oppenheim joined WINS about a year ago as publicity director.

DANIEL M. PETERSON, independent radio producer, has been appointed assistant director of mobile operations for WABD New York.

CHUCK ACREE, m.c. on CBS "Hint Hunt," recently received a four-place Cessna airplane from Feature Productions, which packages "Hint Hunt." Program is sponsored by Armour & Co., Chicago.

CLARENCE HEIDER, former night traffic manager at ABC Central Division, has replaced EDMUND KASSER as head of division's announcing department.

ARTHUR F. MOORE, formerly with Young & Rubicam and Kenyon & Eckhardt, New York, has joined producing-directing staff of WCBS-TV New York.

LEN FIRESTONE, former announcer with WPGH Pittsburgh, has joined WEDO McKeesport, Pa., in similar capacity.

MYRON J. BENNETT, who conducts "M. J. B. Show" twice daily on KSO Des Moines, was elected Commissioner of Public Safety for Des Moines in March 16 primary.

ED DOWNES, formerly with Young & Rubicam, New York, as a director, has joined CBS New York, in similar capacity. He will direct new Shirley Booth show on the network.

FAY DAY, director of research at WTOP Washington, is the father of a boy, Fay Jr., born March 21.

MICHAEL WAYNE, formerly with KWFT Witchita Falls, Tex., and WELDON ROBINSON, formerly with WFAA Dallas, have joined announcing staff of KCBD Lubbock, Tex.

DAVE DENNEY, RCA Victor recording star, has joined talent staff of KVOO Tulsa. Mr. Denney has appeared on CBS, Mutual and ABC on such programs as "Dave Denney's Musical Hayride" and "Melody Bar Ranch."

FLETCHER AUSTIN, announcer at WBT Charlotte, N. C., has been promoted from duties with Charlotte Squadron of Civil Air Patrol to post of intelligence officer, North Carolina Wing, CAP.

LOIS CRAWFORD, member of continuity department of WCAE Pittsburgh, has resigned, and is being replaced by MICHAEL ANDREWS.

EDWARD G. K. DEVERILL, formerly with WQXR New York, has been appointed director of programs for KDFC (FM) Sausalito, Calif., scheduled to begin operations by summer.

ROBERT E. SANDERS, chief announcer of WSTV and WSTV-FM Steubenville, Ohio, has been named assistant program director.

PHIL B. KALER, former musical director and staff baritone of WLS Chicago, and freelancer on West Coast, has been appointed production director of KCRG and KCRK(FM) Cedar Rapids, Iowa.

ERMA PARKES, former music librarian at KOLE Port Arthur, Tex., has joined KSFO San Francisco, in same capacity. JACK RIASKA, former production manager of KEEN San Jose, Calif., and program director of KLW Ogden, Utah, has joined KSFO as head of continuity department.

DICK CAMPBELL has been named program director of WDVA Danville, Va. CHARLES CRAIG has been appointed WDVA chief announcer, and DICK SHALTRY and JACK BROWN have joined station's announcing staff.

DICK LINKROUM, newly-named program director of WTOP Washington, and BILL WOOD, liaison man between the networks and the State Dept., are in Florida for a week's vacation.

ELIZABETH BAIN, former traffic director of WCFL Chicago, has joined WGN-TV Chicago, as music librarian.

SENTIMENTAL Gentleman Tommy Dorsey (r) received a warm welcome from WWOD staff members during his recent visit to Lynchburg, Va. Accompanied by his vocalist, Audrey Young (l), Mr. Dorsey stopped in Lynchburg during dancing engagement tour and visited WWOD studios where he appeared as guest on his transcribed record show which is carried by that station. In reception party at the airport were (l to r) Miss Young; Jay Seibel, WWOD program manager; Lyn Roberts, woman commentator at WWOD, and Mr. Dorsey.

EDDIE GALLAHER, m.c. with WTOP Washington, is pictured on three sheet music releases by Leeds Publishing Co.—"Summer Moon," "Toolie Oolie Doolie," and "Saturday Date."

WALTER C. NEALS, former continuity director of WTRY Troy, N. Y., has been appointed continuity director of WXKW, new station under construction at Albany, N. Y. Mr. Neals previously held similar position with WGLN Glen Falls.

GENE CARR, former program director of WDIA and WHBQ, both Memphis, has been appointed program director of WDOD Chattanooga.

ED KIRK, news editor of WPTF Raleigh, N. C., has been named continuity supervisor, succeeding JOEL LAWHON.

NORA GIBSON, recently with U. of British Columbia extension department, has joined CBR Vancouver, as assistant talks producer.

H. ARTHUR BROWN, musical director of KROD El Paso, and conductor of El Paso Symphony Orchestra, has been chosen to conduct New Orleans Summer "Pops" Concerts. Three programs will be presented each week during June and July in Beauregard Park.

JAY TROMPETER, stage manager with "Ladies Be Seated," ABC Chicago-originated program and previously with NBC, has resigned.

FRANK FOX and BILL DAVENPORT, former CBS Hollywood writing staff, have joined CBS "Ozzie & Harriet" as writers.

ART VIPOND has joined CKOV Kelowna, as librarian. JACK THOMPSON, former chief announcer of CKRC Winnipeg, has joined CKOV announcing staff.

JERRY COLONNA, NBC star, has been appointed honorary president of Forty-Niners Assn. of Auburn, Calif., and selected as Gold Miner of 1948. Mr. Colonna will receive badges of office at Centennial Gold Rush Celebration to be held May 14-16.

KATHLEEN HITE, of Columbia Pacific Network program writing department, has transferred to CBS network programs department, Hollywood.

BILL DEAN, former announcer on WWLH(FM) New Orleans, has been appointed to its AM station, WWL, as successor to MIKE CLARKE, who resigned to join WTPS New Orleans, as program director.

JOSEPH A. JENKINS, former promotion manager and television production director of RCA Victor Division, Camden, N. J., has joined WBEN-TV Buffalo, N. Y., where he will be in charge of production.

DICK JEWELL, announcer at WCSI (FM) Columbus, Ind., and Georgia Walker have announced their engagement.

ROLAND J. YOUNG has been named assistant director of CBS construction department. He has been with the department since 1943.

OWEN McFARLAND, formerly with WMCA New York, and IRVING EDWARDS, formerly with WRNY Rochester, have joined WONS Hartford, Conn., as announcers.

CHARLES STANLEY COOK, announcer with WDOD Chattanooga, and Peggy Bryson are to be married March 30.

One-Man Show

NEW RECORD for talking was set by KCMJ Palm Springs, Calif., announcer, Arthur LaBoe, who handled every announcing chore on station for 120 consecutive hours during recent Palm Springs Community Campaign. Mr. LaBoe's vigil, which carried him through 1,372 records, 546 spot announcements and 89 newscasts, succeeded in raising 5% of total campaign contributions.

FEW RADIO LISTENERS LISTEN ONLY — YOELL

WILLIAM A. YOELL, president of the Yoell Radio Index, which rates the sales receptiveness of advertising, told an American Marketing Assn. meeting in New York March 24 that "what people do and when they do it has a tremendous influence on their radio listening."

Mr. Yoell, who addressed the radio group of AMA, said his organization can tell advertisers how many listeners they have and how many listeners hear their commercials. Interviewers of the Yoell Index, he said, have determined exactly what activities at what time are performed throughout the day by radio listeners.

Average moods at various times of day also have been determined, Mr. Yoell said, in order that advertisers may judge the type of program or advertising that would be best received.

"Not more than 2% of the radio listeners actually sit down and listen to the radio," he said. "They don't have time . . . they work or carry on other activities while they listen."

Presidential Candidates Invited to Speak on CBS

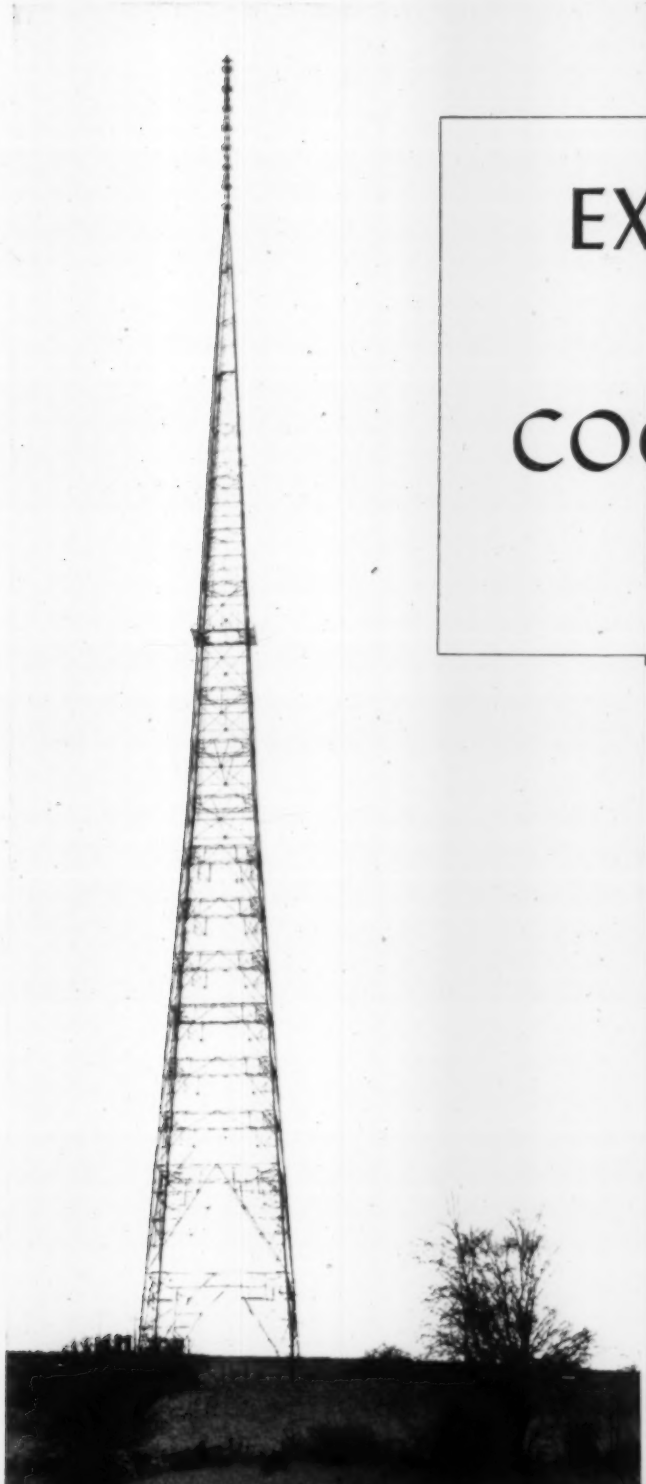
CBS last week sent telegrams to seven "declared" candidates for Presidential nominations offering them free time on the network to express their political views in a weekly CBS series titled *Presidential Timber*, to start Wednesday, March 31, 10:30-10:45 p.m.

Bids were sent by Helen Sioussat, CBS director of talks, to President Truman, Harold E. Stassen, Sen. Robert A. Taft, Gov. Earl Warren of California, Henry Wallace, Gov. Thomas E. Dewey of New York, and Gen. Douglas MacArthur.

● Get it across
— across the board —
By Dawn's Early Light! Reach a crowd of Clevelanders who have the "breakfast habit." They listen — *By Dawn's Early Light* — to bright records, spritely chatter— so they'll listen to *you!*
Ask Headley-Reed!

BILL O'NEIL, President

WJW
BASIC ABC Network
CLEVELAND
850 KC 5000 Watts
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY



EXPERIENCE PLUS COOPERATION *DOES IT!*

There's a lot of satisfaction in working with radio engineers who know exactly what they need to get top efficiency from the transmitter. To their specifications Blaw-Knox applies an experience in antenna tower building that dates back to the days of "wireless" . . . Together we get results that reflect credit on our structural designers and the station's technical experts . . . If your plans call for more effective coverage or directional changes we would welcome an engineering interview at your convenience.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING
PITTSBURGH 22, PA.

Blaw-Knox 550' Heavy Duty Type H40 Tower supporting a Federal 8 square loop FM antenna 74' high. Station WTMJ-FM, Richfield, Wisconsin.

BLAW-KNOX ANTENNA TOWERS

JOSEPH T. LEWIS, former vice president of Norwich Pharmacal Co., has been appointed merchandising manager of The Toni Co.

HUNT DOWNS, writer in radio department of Goldblatt Bros. Inc., Chicago, has been appointed writer-director of department store chain's two shows, "Let's Have Fun" and "Teens and Tunes," on WGN Chicago.

THOMAS J. LIPTON Div. of LEVER BROS. Co., Cambridge, Mass., has renewed "Arthur Godfrey's Talent Scouts" on CBS Mon., 8:30-8:55 p.m. Agency: Young & Rubicam, New York.

DALE FIFTH AVENUE, New York luggage firm, is anticipating three-times a week 15-minute television show as part of its new national advertising campaign. Firm is planning to spend approximately $100,000 on advertising this year, through its agency, Adv. House Inc., New York. Budget is largest in the firm's history.

GENERAL FOODS, New York, through its agency, Young & Rubicam, New York, has renewed its contract for sponsorship of Martin Stone television package, "Author Meets the Critics," on WNBT New York, for 13 weeks effective March 28.

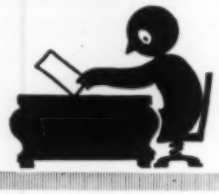
LEVER BROS. Co., Cambridge, Mass., has appointed Day, Duke & Tarleton Inc., New York, to handle advertising of a new product to be marketed shortly.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), will sponsor broadcasts of practice games of New York Giants in Arizona, carried by KRUX Phoenix.

CURRAN & JOYCE Co., manufacturer of carbonated beverages, has renewed for 11th consecutive year sponsorship of "Opportunity Hour" on WLAW and WLAW-FM Lawrence, Mass.

OTTO L. KUEHN Co., Milwaukee food broker, and **BROADWAY HOUSE OF MUSIC** have signed for sponsorship of ten-minute interview programs on WTMJ-TV Milwaukee, to be presented before home baseball games of Milwaukee Brewers. Firms will alternate sponsorship. Kramer-Crasselt Agency, Milwaukee, placed Broadway House of Music account; Kuehn account is direct.

Sponsors



WILD BILL ELLIOT RODEO is planning radio tieups to promote its appearance in cities including Milwaukee, Columbus, Cleveland, Ft. Wayne, Toledo, Syracuse and Newark. Opening in Baton Rouge this month, rodeo unit provided five-minute programs featuring Elliot for local sponsorship, consisting of monologues involving his experiences. Agency: Jim Luntzell Inc., Hollywood.

GUNTHER BREWING Co., Baltimore, Md., will sponsor telecasts of races from Bowie Track over WNBW Washington, March 30, 31 April 1, 2, 3, 6, 7, 8, 9. Agency: Booth, Vickery and Schwinn, Baltimore.

ALDRICH Inc., Louisville, will open first of proposed coast-to-coast chain of retail ice cream package stores with fountain service in that city in April. Radio advertising will be used. Agency: Schoenfeld, Huber & Green Ltd., Chicago.

21 DAVEGA STORES (sporting goods, radios) signed for sponsorship of "Stop Me If You've Heard This One" on WNBT (TV) New York, Fri. 8:30-9 p.m., effective March 26. Agency: Alfred J. Silberstein-Bert Goldsmith Co., New York.

HAWTHORN-MELLODY FARMS DAIRY, Chicago, has appointed Schwimmer & Scott Inc., Chicago, to handle its advertising. Radio, presently used, will be continued on spot basis.

U. S. RUBBER Co. last week inaugurated new television series on WFIL-TV Philadelphia, on behalf of Wire and Cable department of the firm. Heard Weds. at 8 p.m., show is second video series sponsored by U. S. Rubber. "U. S. Royal Sports Time" also is telecast over NBC five-station network Fri. at 8 p.m.

E. B. BADGER & SONS, Boston (chemical engineering), has signed with full Yankee Network for series of one-minute participations in Thur. 6-6:10 p.m. editions of Yankee Network News Service broadcasts. Agency: Herbert W. Frank Adv., Boston.

SELZNICK RELEASING Organization, releasing movie titled "Mr. Blanding Builds His Dream House," which opened in New York March 25, used five-day campaign on seven New York stations March 22-25. Stations used included: WMCA WNEW WHN WOV WQXR WNBC WJZ. Radio may be used in other towns as movie plays through country. Agency: Robert Orr Assoc., New York.

MANAGEMENT of **TROTTING RACES** at Roosevelt Raceway, Westbury, L. I. and Maywood Park, Chicago, has appointed BBDO, New York, to handle its advertising and promotion. Radio will be used.

RAINIER BREWING Co., San Francisco (Rainier Beer), will sponsor broadcasts of San Francisco Seals for seventh consecutive year on KYA San Francisco. Agency: Buchanan & Co., Los Angeles.

SUNNYVALE PACKING Co., Sunnyvale, Calif. (Rancho Soups), has appointed Long Adv. Service, San Jose, to handle advertising.

BOYLE-MIDWAY PRODUCTS, New York (Aerowax), started sponsorship March 22 of CBS "Romance of Helen Trent" and NBC "Front-Page Farrell" through W. Earl Bothwell Adv., Hollywood.

REPCAL BRASS MFG. Co., Los Angeles (Safeway showers), March 21 started for four weeks three-minute weekly television spots on KTLA Los Angeles, through Anderson Adv., same city.

JAVEX MANUFACTURING Co., Toronto (Javex cleaner), is starting new quarter-hour transcribed Canadian program "Mickey Lester Show" on large number of Canadian stations from coast to coast, replacing other transcribed programs. Agency: MacLaren Adv., Toronto.

AFRA to NABET

NBC Hollywood sound men have switched from AFRA to NABET representation insofar as staff duties at NBC are concerned. Seventeen men will be affected when new affiliation takes effect Nov. 1, 1948. However, it is understood that change in bargaining agent does not apply to voice effect nor sound effects on transcriptions.

COMPLAINTS AGAINST PHILCO, WARD CLOSED

COMPLAINTS against Philco Corp., Philadelphia, and Montgomery Ward & Co., Chicago, for misrepresentation in the sale of radio sets were closed by the Federal Trade Commission last week after the companies agreed to comply with trade practice rules for the radio manufacturing industry and to abandon the practices cited in the complaints.

Philco was charged with misrepresenting the number of tubes contained in Philco sets and their power and capacity for foreign reception, while Montgomery Ward was said to have falsely represented that its radio sets were equipped for television and contained more fully-functioning tubes than was the case.

The decision said there was "adequate reason" to believe that the abandoned practices would not be resumed and that, therefore, the "public interest does not require further corrective action at this time."

FTC said, however, that it reserved the right to reopen the case should the practices be resumed.

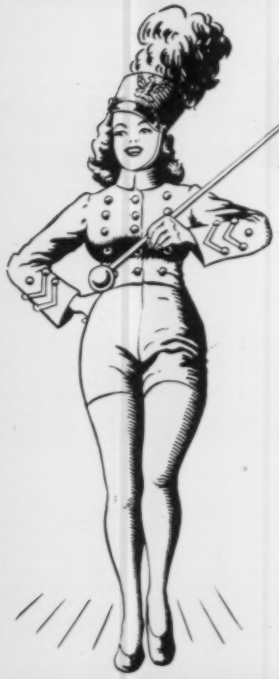
Trans World's Spot Drive Is Stressing Performance

TRANS WORLD Airlines is stressing its winter performance record and the return to service of its competitors' larger planes in its spot announcement campaign launched last week [BROADCASTING, March 22].

TWA Constellations completed 97% of their scheduled mileage in the United States last year, and the copy stresses also the availability of more seats, brought about by the return to service of the largest equipment operated by the other transcontinental airlines.

The announcements, through BBDO New York, were placed on the following stations: KMBC and KCMO in Kansas City; KHJ KECA KMPC in Los Angeles; WIND WMAQ WENR WGN in Chicago; WOR WJZ WQXR in New York, and KFRC KGO KNBC KJBS in San Francisco.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION



LEADERSHIP

WDBJ is the No. 1 radio station in survey after survey of the listening habits in Southwest Virginia. This listener loyalty, built over 23 years, pays big dividends to WDBJ advertisers the year-round. And Southwest Virginia is a diversified market where sales are dependent on no single income group.

Ask Free & Peters!

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., *National Representatives*

WINX PLANS DIRECT RELAY FM NETWORK

PLANS for a direct relay FM network which would link together independent FM stations in a series from city to city are being discussed at WINX and WINX-FM Washington. Some preliminary tests have already been made on the operation, according to a WINX announcement last week.

The project, being developed by George Creamer and Ralph Cannon, WINX program director and chief engineer, respectively, plans direct relay between independent FM stations each within FM receiving and sending range of the preceding and following station. Under the system, WINX-FM, for example, would originate a program to be received by a Baltimore FM station, which in turn would transmit the program to the next station in succession along the line, and so on. A number of stations could be fed programs from each of the FM network stations within their receiving range. Using this technique, the announcement states, cost to the stations involved would be nominal.

Wide variety in programming could be offered, the planners believe, since facilities of any of the stations in the link could be used as origination points for broadcasts. Discussions at the present stage do not include commercial programming, the announcement said, but rather are planned for special event broadcasting.

Non-Union Guild

A GUILD of radio announcers and production personnel, totally void of any union bonds, has been created in the Twin Cities of Bristol, Virginia-Tennessee, according to Sidney Tear, chief announcer of WFHG Bristol, Va. Patterned after press clubs, the Bristol Radio Announcers Guild is designed to foster better relations and mutual assistance among the cities' radio personnel. Panel industry discussion and social affairs are planned by the Guild, which has members representing each station. President of the club is Ralph H. Randall of WCYB Bristol, Va. Mr. Tear is secretary.

Technical

HERBERT C. FLORENCE, former chief engineer of WGHF New York, and previously with NBC, has been appointed director of engineering for KDFC (FM) Sausalito, Calif., scheduled to begin operations by summer.

WILLARD SHIMSKI, engineer at WSCR Scranton, Pa., has been named chief engineer, replacing **MALCOLM MacMILLAN**, resigned.

DONALD C. HOEFLER, former engineering manager of WTTH and WTTH-FM Port Huron, has joined WRZE-FM York, Pa., as chief engineer.

RCA ENGINEERING PRODUCTS Dept. has announced new telescoping microphone boom said to make possible instantaneous one-hand movement of broadcast studio microphone over arc up to 13 feet in radius, and as high as 21 feet above floor.

LEONARD FLOWERS, control operator with WBT-FM Charlotte, N. C., has been transferred to WBT transmitter atop Spencer Mountain.

SEYMOUR JOHNSON, KFI Los Angeles television and FM facilities engineer, is on two weeks trip to New York, Washington and Philadelphia where he is inspecting television installations.

PETE SHALONIS and GERALD LAMB have joined engineering department of WCAE Pittsburgh.

CANADIAN BROADCASTING Corp. engineers at Montreal have developed equipment for purpose of making frequency response curves on microphones. Equipment uses steady state and pulsed wave trains in such a way that it is possible to obtain microphone response curves without necessity of having a dead room. Equipment delivers a curve of the absolute value of the microphone sensitivity, according to CBC.

MR. and MRS. JULIAN ELKINS, both engineering technicians for WABF (FM) New York, are the parents of a boy, born March 20.

ZENITH RADIO Corp. has announced that complete line of Permanent Magnet speakers for universal replacement service is now available. Firm also has released new catalog which illustrates battery socket and plug connections for all sets and gives complete line of batteries used in Zenith radios, plus universal-type batteries designed to fit practically every dry-battery radio requirement, according to Zenith.

CLIFF BEAMISH has joined CHEX Peterborough, as operator.

J. C. CARLISLE has been appointed assistant plant engineer of CBC Montreal.

STROMBERG-CARLSON has announced single unit loudspeaker designed for high quality reproduction of sound, known as RF-72. It features seamless curvilinear cone, powerful Alnico V magnet, and all-weld construction.

JOE MACKORA, engineer with WONS Hartford, Conn., is the father of a boy.

DENNIS McBRIDE, cameraman for WCBS-TV New York, is the father of a girl, born March 13.

SOUTH RIVER METAL PRODUCTS CO., South River, N. J., has announced new Chimney Mount Antenna Base, designed to cut installation time and costs and to permit erection of many antennae on or about a building. Made of aircraft-type aluminum alloy, base mounts on any chimney, pole or similarly-shaped extension, according to manufacturer, or may be screwed to building corner. List price is $7.50. Further information may be obtained by writing manufacturer.

NOEL L. KEEFER has joined KMGM Hollywood, as chief engineer.

ZENITH RADIO Corp., Chicago, has announced new line of frequency modulation antennae, reflectors and extension arms designed to insure maximum FM receiver performance. New line includes folded dipole FM antenna to cover 88-108 mc band, accessory reflector assembly for use in locations where noise or distance requires it, and accessory extension arm assembly for use with folded dipole in areas where 45-mc band reception is desired.

EDDIE DASH has joined CJKL Kirkland Lake, as operator.

REC and Overseas Press Club Plan Joint Meeting

A JOINT MEETING with the Overseas Press Club, and the announcement of the annual George Foster Peabody Awards, have been scheduled for the next two weekly meetings of the Radio Executives Club of New York.

Radio and press correspondents who recently returned from behind the "Iron Curtain" and other troubled areas will speak at the joint REC and Overseas Press Club luncheon meeting April 1.

Edward Weeks, editor of *The Atlantic Monthly*, will be master of ceremonies at the April 15 meeting, when this year's Peabody Awards are to be announced. Dean John E. Drewry of the U. of Georgia school of journalism, which administers the awards, is scheduled to speak.

Turntable

ALFRED WOODLEY has been appointed head of commercial recordings in NBC Hollywood Radio Recording Dept., while **OSCAR TURNER**, former western manager, remains in New York on special assignment. **WILLIAM GARTLAND** will continue to handle sales of NBC Thesaurus and recorded syndicated programs. **WILLIAM J. ANDREWS**, former assistant manager of department, has been shifted to San Francisco network local time sales.

JAMES P. BRAY, national sales manager of London Gramophone Corp., has been appointed a vice president of the firm. At the same time London Full-Range Library Service, a subsidiary of London Gramophone Corp., announced appointment of **JOSEPH F. HARDS** as manager. Former manager of the World Broadcasting System leased wire service, Mr. Hards previously was with Muzak and Armed Forces Radio Service.

STANDARD TRANSCRIPTIONS has announced release of eight gypsy tunes recorded on two sides of 16-inch transcription, by "Mischa Novy and his Velvet Strings."

CHARLES MICHELSON Inc., New York radio transcription firm, has been appointed to handle national distribution of transcribed series "My Prayer Was Answered." Firm announces that series has been sold to sponsors on WISH Indianapolis and WRUN Utica, N. Y.

KEYSTONE BROADCASTING SYSTEM (transcriptions) New York office has changed telephone number from Longacre 3-2221 to Plaza 7-1460.

MAYFAIR TRANSCRIPTION CO., Hollywood, has announced additional purchases of its Alan Ladd "Box 13" show. Stations contracting for series include WGST Atlanta, WSJS Winston-Salem, N. C., KSYC Yreka, Calif., KZPR Manila, P.I., and following Canadian stations: CFAC Calgary, CJCA Edmonton and CJOC Lethbridge.

WASHINGTON AGENCY HOLDS MEDIA MEETINGS

A SERIES of meetings for media executives and salesmen is being conducted by Henry J. Kaufman & Assoc., Washington, D. C. agency, to present the complete picture of how the agency conceives and develops campaigns.

Guests at the first of the series, to be held for all area radio stations, metropolitan dailies and national publication representatives covering Washington, were members of the NBC Washington staff (WRC, WNBW-TV).

In discussing how an agency acts under a variety of circumstances covering regional, national and industrial programs, the meeting directors explained the basic reasons for using a specific medium at certain times, the ways in which media complement each other, and the agency's philosophy about campaigns in which certain media are not considered.

Hall Joins Western

JOHN Q. (Jack) HALL, formerly San Francisco manager of W. S. Grant Co., has joined Western Radio Adv. Inc. as vice president and general manager at San Francisco headquarters, effective April 1, according to Lincoln Dellar, president. Charles Cowling continues as manager of the Los Angeles office.

Agencies

ERNEST A. WILCOX, president of Advertising House Inc., New York, has announced opening of television department as adjunct to the agency, under direction of **PETER J. McDONNELL**, vice president. Firm's video production details will be handled by Emil Velazco Inc., New York. **ROBERT FEYTI**, formerly with DuMont Television, also has joined firm to assist in video operation.

IRVIN DUNSTON, former manager of research department of Compton Adv., New York, has joined Cornelius DuBois & Co., New York.

JOHN S. NAGEL, former sales promotion manager of The Quarrie Corp. and account manager at Booz, Allen & Hamilton, has joined merchandising department of Young & Rubicam, Chicago.

GEORGE L. OGLE, former account executive and head of radio department for Newell-Emmett Co., New York, has joined American Assn. of Adv. Agencies as executive in charge of membership procedure and of council and chapter activities.

A. J. CUTTING, formerly with Evans-Winter-Webb Inc., Detroit, has joined copy staff of Brooke, Smith, French & Dorrance Inc., in Detroit office.

JOHN L. MOORE, former radio promotion manager of BBDO and later sales promotion manager of Bremer Broadcasting Corp. (WAAT Newark), has joined Victor A. Bennett Co., New York, as vice president and general manager.

H. K. McCANN, president of McCann-Erickson, New York, is in Hollywood for several weeks.

FORMES, WATERS & TORNROTH INC. has opened offices at 988 Market St., San Francisco. Principals are **HERBERT L. FORMES, M. FRANCES WATERS**, and **W. CARROLL TORNROTH**. Agency has acquired account of Thomas A. Short Co., northern California distributor of outboard motors and marine equipment.

PORTER & WHITE, Las Vegas, Nev., has dissolved partnership with **ROBERT WHITE** taking over both firm's assets and liabilities.

JOE BIGELOW, former vice president of J. Walter Thompson Co., has joined Roy Del Ruth Productions, Hollywood, to assist in preparation of the movie, "The Babe Ruth Story."

MARTIN C. CHAVEZ, former media director for Robert Otto & Assoc., New York, has joined Dorland Inc., New York, as media director, overseas division.

JOHN RICHTER, formerly with Grey Adv., New York, has joined copy staff of Young & Rubicam, New York.

Easter Spirit

EMIL MOGUL Co., New York, announced last week that in keeping with the spirit of Easter, the clients of the agency's retail division were scheduled to eliminate all commercial radio announcements on Easter Sunday and devote that time instead to the playing of jingles fostering greater tolerance.

EDWARD ELLERY KASH, former director of Radio Productions, Boise, Idaho, has joined George W. Baker Adv., Salt Lake City, as radio director. Before the war, Mr. Kash was production chief of XMHA Shanghai, China. During the war he was co-director of Voice of Freedom broadcasts originating at Manila and Corregidor.

McCANN-ERICKSON, Havana office, has received honor from two Cuban radio associations—Assn. de la Cronica Radial Impresa and Union de la Prensa Radial Impresa—which named "Esso Kinde Honor al Merito" (program produced by McCann-Erickson for Standard Oil of Cuba) as best program in praise of Cuba for 1947. **GASPAR ARIAS**, radio director of agency's Cuban office, was elected best radio script writer in the same category.

JOHN E. MATTHEWS, former copy chief of Roy S. Durstine Inc., Cincinnati, has joined copy department of Young & Rubicam, Chicago.

BENET HANAU & Assoc., San Jose, Calif., has announced return to its original agency status, following termination of Hanau-Hyde Co. Inc. Firm will concentrate on general and industrial, rather than retail accounts. **JAMES G. BLACK** has joined agency as contact man.

FRANK SCHLESSINGER, formerly with San Francisco office of Dorland Inc., has joined Smith, Bull and McCreery, same city, as account executive. Also joining latter agency is **GEORGE MAURY**, former freelance artist of New York, who has been named art director.

JOHN G. MOTHERAL, account representative of BBDO, San Francisco, has been elected a vice president.

JACK MURRAY Ltd., Toronto, has moved to new quarters, 727A Bayview Ave. Telephone: Hyland 0497. Agency was formerly at 10 King St. East.

JOHN R. BOYD Co., Los Angeles, has moved its offices to 4814 Loma Vista. Telephone: Lafayette 1109.

FRED BELL, former head of Bell-Dean Adv., has joined copy staff of Young & Rubicam, New York.

MARGE KERR, talent buyer of N. W. Ayer & Son, New York, is in Hollywood for three weeks.

MARVIN YOUNG, of Ruthrauff & Ryan, Hollywood, is temporarily replacing **SAM PIERCE**, agency vice president and radio director, as producer of CBS "Dick Haymes Show" during latter's three-week vacation.

BILL CLARK, production manager of West-Marquis Inc., Los Angeles, is the father of a boy, born March 15.

FAVORITE SON!

DULUTH, MINN.—Rumors are flying that Otto Mattick, noted inventor of the treadal rotor and KDAL representative, may be a favorite son candidate in '48.

Veteran politicos say, "He's a natural coming from the north country's favorite radio station."

Veteran advertisers predict, "He's a cinch if KDAL sells him 'cause KDAL can really sell on that 610 frequency with the long, long reach."

KDAL can make your product a favorite in the Duluth-Superior market. Contact Avery-Knodel Inc. and learn why.

RMA'S HARTFORD TEST PROMOTION A SUCCESS

FINAL TABULATION of results in the Radio Manufacturers Assn. test campaign held in the Hartford, Conn., area Feb. 23-March 6 indicates that the campaign was the most successful promotion in RMA history, according to an announcement last week by Stanley H. Manson, chairman of the association's advertising committee.

Radio dealers in Hartford outsold those in Providence, where no special promotion was held, more than 2 to 1 during the RMA campaign. Mr. Manson said:

"This is not only an outstanding record but it is also interesting to note that results showed . . . a corresponding increase in the unit sale of radio-phonograph combinations. It has opened new vistas to radio merchandising. Furthermore, the importance of this campaign does not stop with the sales record. It provides proof that there is a new market for radios which still remains to be tapped."

The Hartford campaign was built around the RMA's twin slogan, "A Radio for Every Room—a Radio for Everyone."

It was handled for RMA by the Fred Eldean organization.

Second French Language Network May Start Soon

SECOND FRENCH language network is likely to be inaugurated in Canada this summer, judging by current talk among French language station operators. Officially Canadian Broadcasting Corp.'s general manager, Dr. A. Frigon, states that "negotiations with a number of Quebec stations are underway to establish a second French network".

Negotiations have been underway for some months, and about eight stations are now understood to be lined up. Operation in beginning will be on evening time basis, similar to present development of CBC's second English-language Dominion network. Commercial business is being readied for the French network for late summer, according to unofficial word.

VERSATILE RADIO EXECUTIVE WITH 16 YEARS TOP EXPERIENCE

HE HAS . . .
Sold radio time for station; bought radio time for agency.
Produced local and network radio shows.
Written radio copy and continuity.
Contacted local and national accounts.
Managed radio departments and handled personnel.
Promoted and publicized radio shows.
Dealt in public relations extensively.
HE IS . . .
Seeking position as station manager or commercial manager.
More interested in a terrific opportunity than in a terrific salary.
HE WILL . . .
Furnish recommendations from the top radio executive in the business.

For full details write—

BOX 57, BROADCASTING

Programs

SPONSOR who insists on giving his air time away to anyone who wants it has created unique program over WMID Atlantic City, N. J. Titled "Our Time Is Your Time," program is sponsored by local appliance store which stipulates that the 15-minute daily segment be opened for use by anyone and everyone. Format of show consists of announcements, interviews and contests. Those wishing to make announcement visit sponsor's store, fill out application which is screened by station, and then receive notice of time announcements will be made. Many persons are invited to make their own announcements. All announcements are in light, easy manner with emphasis on humor. Daily contest invites listeners to write slogan "Every House Needs Westinghouse" on postcard and answer running question. Electrical appliances are awarded as prizes.

'Labor Speaks'

AIMED at giving labor chance to air its views on national and foreign issues, 13-week series, "Labor Speaks," starts on WOR New York, March 31, 7:30-7:45 p.m. New York and New Jersey CIO and AFL groups are cooperating in series. Philip Murray, CIO head, and William Green, AFL president, are slated to appear on first program.

Foreign Policy on TV

LETTERS and telegrams on world affairs received by the President, Secretary of State Marshall, and government agencies, form basis of new television show, "Your Foreign Policy," which was scheduled to begin over WMAL-TV Washington last Friday (March 26). Series also is being carried by WMAR-TV Baltimore and WFIL-TV Philadelphia. Program, to run 13 weeks, is produced by American U., Washington, in cooperation with State Dept. Topical tabulation of government mailbag on foreign policy is furnished by State as topics for discussion. Typical letters from the public will be shown on the video screen. Regular participants in discussions will be Paul F. Douglass, American U. president, and a Washington newspaper woman. George V. Allen, Assistant Secretary of State for Public Affairs, was scheduled to appear on initial program as guest expert. William Kempton, American U. professor of television studies and public relations, produces series; Burke Crotty, director of television operations for WMAL, is program director, and State Dept. Radio Chief William Wood is handling arrangements for the department's participation.

Ladies' Day

LADIES' DAY at WLBR Lebanon, Pa. is Thursday when its new weekly audience participation show, "Meet the Ladies," is aired. Sponsored by Sterling Food Stores, local grocery co-operative, show is half-hour of hilarity run from stage of Lebanon Moose Auditorium, with half-hour pre-show warm-up. Ladies are invited to attend and coffee is served to all. Contestants are picked from audience and are asked to perform various tasks or enact hypothetical roles in skits, and are then asked questions which they must answer to qualify for final prize. Prizes awarded are sponsor's products, and, in addition, winner of final contest receives large, free grocery order from sponsor's store nearest her home.

'Your Community and Mine'

COMMUNITY SERVICE program titled "Your Community and Mine" brings Santa Monica (Calif.) Junior Chamber of Commerce to the air over KOWL Santa Monica. Format of show includes panel of distinguished guests who analyze national or local problems and apply their probable results to the community. Station reports questionnaire mailed to listeners brought no unfavorable comment. Program is prepared and produced by Walter Douglas Agency, Santa Monica.

Farm Hour

SIX-WEEKLY farm hour was started last week by WOOK Silver Spring, Md., with special transcribed address by Secretary of Agriculture Clinton Anderson. Originally slated as a 6-7 a.m. period, program was a sellout and was extended to 7:30, according to Richard Eaton, station manager and conductor of the series.

Phone Game

DIRECT LISTENER participation in prizes is feature of new weekly program, "Radio Telephone Game," started by WGN Chicago. Heretofore listener has had to wait for telephone call by program master of ceremonies to be eligible. Here, however, he plays the game himself using cards, printed in daily newspapers, on which he writes his phone number or the last five figures of his social security number if he has no telephone. When program M.C. Bob Cunningham asks questions, listener selects one of two correct answers and its accompanying number announced on the air, encircling it on his game card. When game is over, listeners who have completed cards are able to collect prizes by calling the station. Game, patterned after Bingo, has been worked out on basis of mathematical formulae.

Youth Discussions

DISCUSSIONS of modern youth programs by high school students form basis of new forum-audience participation program, "It's Our Town," being aired by WMAQ Chicago, Sat., 1-1:30 p.m. (CST). Program is opened with debate featuring two students—a boy and a girl—who are joined by four more in discussion period. Questions follow from adult and high school members of studio audience, with final portion devoted to selection, by "jury of peers," of that student who has best stated the case. Participants are chosen by Chicago Board of Education, under direction of George Jennings, its radio director. Series is directed by Judith Waller, public affairs and education director for NBC Central Division, and moderated by Jim Hurlbut, WMAQ reporter.

WKY Documentary

CONTRIBUTIONS of various citizens to system of self-government are portrayed in new documentary series, "The Great Experiment in Self-Government," presented over WKY Oklahoma City. Recorded voices of Woodrow Wilson, Theodore Roosevelt, William Jennings Bryan and other great Americans are woven into the broadcasts. Recordings of these voices were discovered recently in record library of WKY. Material for programs is selected on basis of important anniversaries which fall near broadcast days. Series will be offered to civics classes in Oklahoma high schools for play-back purposes. Series is produced by Hoyt Andres, WKY program manager.

WCSI Poll

IN ORDER to bring its listeners accurate cross section of thought on President Truman's request to Congress for enactment of European Relief Program, Universal Military Training and temporary Selective Service Law, WCSI(FM) Columbus, Ind., is making special survey. Station personnel are taking poll in southern Indiana by phoning 20 persons daily for five days and asking their opinions on the requests. Listeners are kept continually informed on results of poll through all station newscasts.

Complaints Welcomed

LISTENERS are invited to write complaints, annoyances, peeves, gripes, etc., to KTYL Mexa, Ariz., as material for new show, "Gripes and Groans," aired daily except Sunday at 11:45 a.m. Complaints are read on show by Ken Hooker and Art Arnold. Station reports that it has been swamped with mail.

'Voice of Radio'

FIRESIDE CHAT discussions is format of "The Voice of Radio," show heard daily over CJCA Edmonton, Canada. Subjects covered include: What radio means, how it came to be, why it is indispensable, and who and what makes radio "click." Program is part of public relations campaign of independent broadcasting stations to enlighten misinformed people about private ownership of broadcasting stations and problems of industry from listener's standpoint.

Dog Lovers' Show

LEADING VETERINARIANS discuss problems concerning care and feeding of dogs each week over WEAM Arlington, Va. Titled, "Out of the Dog House," show is heard Sun. 10:00-10:15 a.m. with purpose of aiding dog owners in caring for their pets. News of interest to canine lovers also is presented.

Fast Coverage

NEWS of the end of Minneapolis' month-old school strike was aired over WCCO Minneapolis just five seconds after school official ended the strike. WCCO reports. With strike settlement meeting in progress, WCCO News Director Sig Mickelson had written two bulletins, one saying strike was over, the other saying negotiations had fallen through. Ralph Backlund, WCCO reporter, was on phone talking to Mr. Mickelson from strike meeting when decision was reached. Mr. Mickelson, in WCCO control room, held up one finger for announcement number one and Announcer Rolf Hertsgaard immediately broke into network programming to read the bulletin of strike's end. Interviews with principals in settlement were then recorded for later airing.

'Kitchen Kapers'

COOKING SCHOOL tips and audience participation are combined in full-hour studio show recently inaugurated by WCVS Springfield, Ill. Titled "Kitchen Kapers," show is aired Saturdays and sold in quarter-hour segments to four sponsors: City Water, Light and Power Dept.; Amrhein Baking Co.; John Bressmer Co.; and Castor's Super Market. Program features timely tips in home-making and food preparation by Ruby Clark Thornley, WCVS home service director. Package is written and directed by John Midgley, station continuity chief.

Marine Shows

AUDITION PRESSINGS of two new 26-week transcribed series for Marine Corps recruiting have been sent to AM and FM stations, and programs will be available for broadcast shortly after April 15, Marine Corps Headquarters announces. Dramatic series, "Marine Story," features stories from colorful history of Marine Corps. Well-known stage, screen or radio star will play lead in each program, with special selections by U. S. Marine Band. Series is being produced in New York by NBC Recording. Second series features U. S. Marine Band and is being produced in Washington by Ed Hart & Assoc. Each program includes an interview by Bob Wolf, sportscaster of WINX and WTTG Washington, with top sports star. Marine Corps Radio Section is now taking orders for both series.

'Foodcast'

LISTENERS are invited to meet their Center Market (Washington, D. C.) merchants via interviews with Meredith Young on her "Foodcast" show over WOL Washington. Show is aired Mon.-Fri. 9:30-9:45 a.m. and sponsored by Center Market City (food organization). Miss Young features radio "special" which she says to be finest food value in town chosen from one of 90 stands located in the market. Prizes also are awarded to listeners identifying the "mystery merchant's voice of the day." Tips on what products are plentiful, which are most reasonable and which foods go best with what menus also are included in "Foodcast" show.

Radio and Politics

TELEVISION and aural radio are playing important role in Milwaukee's biggest spring election in history, WTMJ Milwaukee reports. Prior to March 16 primary, each candidate for mayor was given equal amount of time on three one-hour "Candidates Forum" carried by WTMJ, WTMJ-FM and WTMJ-TV. Fourteen candidates took part each week on the shows. Station assigned special runners on election day to gather results from polls for immediate airing. Microphones also were set up in city room to air election bulletins and special election summaries. After primary, winning candidate appeared on WTMJ-TV to thank voters for support. Candidates for final election, to be held April 6, are now making frequent appearances over all facilities of WTMJ.

Rackets Exposed

DRAMATIC exposes of card sharks, dice tricks, carnival con games, etc., are bases for video series being packaged by Television Fashions on Parade Inc., New York. "Rackets Are My Racket," title of the 15-minute programs, will feature Police Sergeant Ardley Walsh, a member of the Ridgefield Park, N. J., police force.

LATEST RECORD HITS

from RCA VICTOR!

VAUGHN MONROE

Memory Lane and Memories

RCA Victor 20-2717

HALL SISTERS

Money, Money, Money and Teach Me, Teach Me, Baby

RCA Victor 20-2728

IRVING FIELDS

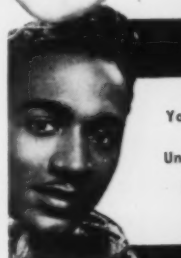
Far Into The Night and La Ola Marina

RCA Victor 26-9026

BETTY RHODES

Long After Tonight and I Remember Mama

RCA Victor 20-2735



LESLIE SCOTT

You Were Meant For Me and Under A Blanket Of Blue

RCA Victor 20-2745

BILLY WILLIAMS

Livin' Western Style and Texas Belle

RCA Victor 20-2732

RCA VICTOR RECORDS

TRYLON LADDER TOWERS

No. 2 in a Series of Six Advertisements Presenting Features Important to You

TWICE as many important features ...no penalty in price

It's surprising that all other guyed vertical radiators don't have half of these features. But, even stranger, some do not have *one* of them. Discriminating TRYLON owners, though, now enjoy the "extra-bonus" of all these important constructional advantages:

1. **Prefabricated "Pres-tite" guy wire connections.**
2. **Three Steatite insulators with "Equi-Temp" base section.**
3. **Low resistance, no bonding or brazing necessary at the splices.**
4. **"Easy-to-climb" ladder on each tower.**
5. **Hot dip galvanizing to rigid Army and Navy specifications.**
6. **"Palnuts" for every bolt.**

And, not shown, concrete on metal anchors — a safety "must."

Ask for your copy of Catalog B now!

Phone, wire or write Tower and Antenna Division

WIND TURBINE COMPANY
West Chester, Pennsylvania

TRYLON LADDER TOWERS

March 19 Decisions . . .

DOCKET CASE ACTIONS

Petition Denied

Announced memorandum opinion and order denying petition of Mississippi Valley Bcstg. Co., New Orleans, requesting Commission to designate its application for new station for consolidated hearing with applications of James A. Noe (WNOE) and Deep South Bcstg. Corp., New Orleans. Commission further ordered that amendments to applications of James A. Noe and Deep South Bcstg. Corp., filed July 31, 1947, and accepted by Commission on August 1, be made part of record in proceeding upon said applications.

AM—1240 kc

Announced proposed decision looking toward grant of application of Alabama-Georgia Bcstrs. Inc. for new station at Eufaula, Ala., 1240 kc 250 w unl., subject to CAA approval of ant. system and trans. site; and denial of application of Andrew College Bcstg. Co. seeking same facilities at Cuthbert, Ga.

AM—1010 kc

Announced proposed decision looking toward grant of application of Radio Television of Baltimore for new station at Baltimore, 1010 kc 1 kw D, subject to cond. that applicant will within 60 days file application for mod. CP specifying trans. site and ant. system meeting Commission's standards; and denying application of Commonwealth Bcstg. Corp. to change facilities of WLOW Norfolk, Va., from 1590 kc 1 kw D to 1010 kc 5 kw unl. DA-N.

March 22 Decisions . . .

ACTIONS ON MOTIONS

(By Commissioner Jones)

KWK St. Louis—Granted petition for continuance of hearing scheduled for March 24 to April 26.

KOY Phoenix, Ariz.—Granted petition for continuance of hearing scheduled for March 23 to April 12.

Fall River Herald News Pub. Co., Fall River, Mass.—Granted petition for continuance of consolidated hearing from March 25 and April 7, to April 7-8 at Fall River and April 9 at New Bedford.

KGDN Stockton, Calif., and Sacramento Bcstrs. Inc., Chico, Calif.—Granted joint petition for continuance of hearing from March 25 to May 27.

KTSW Emporia, Kan.—Granted petition for continuance of hearing from March 24 to April 26.

Union-Carolina Bcstg. Co., Union, S. C.—Granted petition for continuance of hearing from March 22 to April 9.

WELO Tupelo, Miss.—Granted petition for continuance of hearing from March 22 to May 18.

WKNB New Britain, Conn.—Granted petition for extension of time to March 26 in which to file reply brief in re Dockets 7567 et al.

Enid Bcstg. Co., Enid, Okla.—Granted petition for continuance of hearing scheduled for March 29-30, to May 19 at Guthrie, and May 20 at Enid, Okla.

Liberty Bcstg. Inc., Grand Rapids, Mich.—Granted authority to take depositions in re proceeding on application for assignment of license.

Jorma-Fer Radio Corp., Caguas, P.R.—Granted petition for leave to amend its application to add affidavit of its secretary concerning his financial background.

United Detroit Theatres Corp., Detroit, Mich.—Granted petition for leave to amend its TV application to revise technical data.

New England Theatres Inc., Boston, Mass.—Passed over petition for leave to amend its TV application.

University City Bcstg. Co., Norman, Okla.—Granted petition for leave to amend its application to show changes in officers, directors and stockholders.

WRUD Upper Darby, Pa.—Granted in part petition for leave to amend its application to specify new ant. site and to revise technical data.

Eagle Printing Co. Inc., Butler, Pa.—Granted petition for leave to amend its application to specify 1580 kc in lieu of 1600 kc, and for removal of amended application from hearing docket. Further ordered that application of Julian Louis Liebman, Kittanning, Pa. be removed from docket.

W9XHZ—Sarkes Tarzian, Bloomington, Ind.—Referred to full Commission petition to postpone indefinitely hearing now scheduled for April 7.

Continued hearings on following applications: Mt. Pleasant Broadcasting Co., Mt. Pleasant, Tex., from March 18 to April 6; The Farmington Broadcasting Co., Farmington, N. M., from March 19 to April 16; Crescent Broadcast Corp., Shenandoah, Pa., from March 18 to April 7; WCAR Inc., Pontiac, Mich., from March 17 to March 18; Capitol Broadcasting Co., and WSWZ Inc., Trenton, N. J., from March 18 to April 5.

Continued consolidated hearing on applications of Howdy Folks Bcstrs., et al, Tulsa, Okla. from March 17-19 to April 6.

George M. Hughes, Florence, S. C.—Granted petition for leave to amend his application to specify 840 kc in lieu of 740 kc. Amendment was accepted and application removed from docket.

Continued hearings on following applications: Rochester Broadcasting Co., Rochester, Minn., from March 16 to April 1; KXRO Inc., Aberdeen, Wash., from March 16 to March 31; Blackhawk Broadcasting Co., Sterling, and WTAX Inc., Springfield, Ill., from March 15 to March 31.

ACTIONS OF THE FCC

MARCH 19 TO MARCH 25

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

March 22 Applications . . .

ACCEPTED FOR FILING

Assignment of License

KBLF Red Bluff, Calif.—Voluntary assignment of license from Robert L. Weeks to Russell G. Frey.

Modification of CP

WOBS Jacksonville, Fla.—Mod. CP new standard station to change hours from D to unl. 1 kw D to 1 kw DN, install DA-DN, and for extension of commencement and completion dates (1360 kc).

KAGH Pasadena, Calif.—Mod. CP new standard station change hours from D to unl., increase 1 kw D to 1 kw DN, install DA-N and for extension of commencement and completion dates (1300 kc).

License Renewal

Applications for renewal of standard broadcast license filed by: KAMQ Amarillo, Tex.; KGRI Henderson, Tex.; KRLD Dallas, Tex.; KSDJ San Diego, Calif.; KWCO Chicasha, Okla.; WAPI Birmingham, Ala.; WBET Brockton, Mass.; WBMS Boston; WBZ Boston; KSWI Council Bluffs, Iowa; WHIM Providence, R. I.; WLIB New York; WSFT Thomaston, Ga.; WTAM Cleveland; WTOP Washington.

Modification of CP

WSFA-FM Montgomery, Ala.—Mod. CP new FM station for extension of completion date.

License for CP

KMYC-FM Marysville, Calif.—License to cover CP new FM station.

Modification of CP

KVEC-FM San Luis Obispo, Calif.—Mod. CP new FM station for extension of completion date.

License for CP

WRC-FM Washington, D. C.—License to cover CP new FM station.

Modification of CP

WRGA-FM Rome, Ga.—Mod. CP new FM station for extension of completion date.

WEBQ-FM Harrisburg, Ill.—Same.

WSRK Shelbyville, Ind—Same.

License for CP

KALB-FM Alexandria, La.—License to cover CP new FM station.

Modification of CP

WDHN New Brunswick, N. J.—Mod. CP new FM station for extension of completion date.

License for CP

WFNC-FM Fayetteville, N. C.—License to cover CP new FM station.

Modification of CP

WCMW-FM Canton, Ohio—Mod. CP new FM station for extension of completion date.

WAND-FM Canton, Ohio—Same.

KOIN-FM Portland, Ore.—Same.

WCED-FM DuBois, Pa.—Same.

WMCK-FM McKeesport, Pa.—Same.

WCAU-FM Philadelphia—Same.

FM—94.7 mc

Black Hills Broadcast Co., Rapid City, S. D.—CP new FM station (Class B) on Channel 234, 94.7 mc, ERP 16 kw.

Modification of CP

WCLC Clarksville, Tenn.—Mod. CP new FM station for extension of completion date.

WKPT-FM Kingsport, Tenn.—Same.

License for CP

KRLD-FM Dallas, Tex.—License to cover CP new FM station.

Modification of CP

KCMC-FM Texarkana, Tex.—Mod. CP new FM station for extension of completion date.

WIBA-FM Madison, Wis.—Same.

TV—210-216 mc

Radio Diablo Inc., San Francisco—CP new commercial television station on channel 13, 210-216 mc, ERP vis. 250 kw aur. 250 kw and unl.

TV—186-192 mc

Columbia Bcstg. System Inc., San Francisco—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 31.4 kw, aur. 15.7 kw and unl.

TV—54-60 mc

Murphy Bcstg. Co., Des Moines, Iowa—CP new commercial television station on Channel 2, 54-60 mc, ERP 16.85 kw, aur. 8.425 kw and unl.

TV—174-180 mc

Topeka Bcstg. Assn. Inc., Topeka, Kan.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 21.1 kw, aur. 10.6 kw unl.

TV—210-216 mc

Midland Bcstg. Co., St. Joseph, Mo.—CP new commercial television station on Channel 13 210-216 mc, ERP vis. 3.05 kw, aur. 1.525 kw unl.

Modification of CP

WHTM Rochester, N. Y.—Mod. CP new commercial television station to change ERP from vis. 16.8 kw, aur. 17.8 kw to vis. 16.7 kw, aur. 8.65 kw.

TV—66-72 mc

Southland Industries Inc., San Antonio, Tex.—CP new commercial television station on Channel 4, 66-72 mc, ERP vis 21.6 kw, aur. not stated and unl.

TV—60-66 mc

Richmond Radio Corp., Richmond, Va.—CP new commercial television station on Channel 3, 60-66 mc, ERP vis. 16.9 kw, aur. 8.48 kw and unl. AMENDED to change ant. and make slight increase in ERP from vis. 16.9 kw, aur. 8.48 kw to vis. 17.113 kw, aur. 8.556 kw.

AM—1400 kc

Arvo Haapanen, Arcata, Calif.—CP new standard station on 1400 kc, 250 w unl. AMENDED to change name of applicant from Arvo Haapanen to Arvo Haapanen and Victor Lahti, partnership d/b as Humboldt Bcstg. Co.

AM—610 kc

El Camino Bcstg. Co., San Fernando, Calif.—CP new standard station 610 kc 500 w D.

Modification of CP

KXRX San Jose, Calif.—Mod. CP new standard station for extension of completion date.

License for CP

KTKR Taft, Calif.—License to cover CP new standard station.

License for CP

KICM Mason City, Iowa—License to cover CP new standard station.

AM—1570 kc

Land O'Corn Bcstg. Co., Webster City, Iowa—CP new standard station 1010 kc 250 w D. AMENDED to change frequency from 1010 to 1570 kc.

AM—1590 kc

Radio St. Clair Inc., Algonac, Mich.—CP new standard station 1590 kc 500 w D. AMENDED to change trans. and studio locations from Algonac to Marine City, Mich.

AM—1250 kc

Red Wing Bcstg. Co., Red Wing, Minn.—CP new standard station 1250 kc 1 kw D.

(Continued on page 86)

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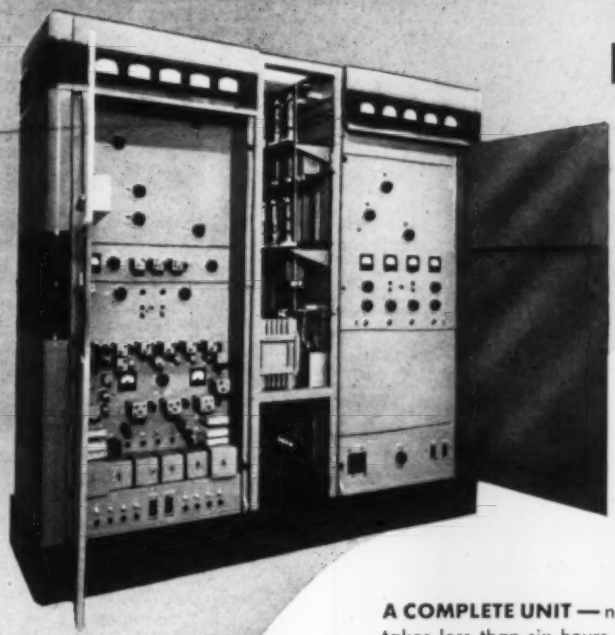

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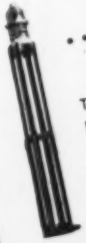

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FCC Actions

(*Continued from page 84*)

Applications Cont.:

AM—1460 kc

The Ponca City Pub. Co., Ponca City, Okla.—CP new standard station 960 kc 500 w DA unl. AMENDED to change frequency to 1460 kc, power to 1 kw; DA-2.

AM—940 kc

The Mullins & Marion Bcstg. Co., Mullins, S. C.—CP new standard station 940 kc 1 kw D.

AM—1310 kc

Dixie Bcstg. Co., Jackson, Tenn.—CP new standard station 930 kc 1 kw D. AMENDED to change frequency from 930 to 1310 kc.

License for CP

WCDT Winchester, Tenn.—License to cover CP new standard station.

WATK Rolling, Wis.—License to cover CP new standard station.

License Renewal

Applicantions for renewal of standard broadcast license filed by: WANN Annapolis, Md., and WLCR Torrington, Conn.

Modification of CP

WMLL Evansville, Ind.—Mod. CP new FM station for extension of completion date.

WSAR-FM Fall River, Mass.—Same.

KWK-FM St. Louis—Same.

KUGN-FM Eugene, Ore.—Same.

WLAN-FM Lancaster, Pa.—Same.

KGBS-FM Harlingen, Tex.—Mod. CP new FM station for extension of completion date.

Modification of CP

WOR-TV New York—Mod. CP new commercial television station to change trans. site from 444 Madison Ave., N. Y. to Plateau Ave. and Anderson Blvd., Ft. Lee, N. J., change ERP from vis. 31 kw, aur. 18.3 kw to vis. 22 kw, aur. 11 kw.

Reinstatement of CP

W8XGZ Charleston, W. Va.—Reinstatement of CP which authorized new experimental television station on Channel 2, 54-60 mc, vis 200 w aur. 110 w, emission A5 and special for FM.

APPLICATIONS DISMISSED

FM—42.9 mc

City of San Bernardino High School District, San Bernardino, Calif.—CP new noncommercial education station on 42,900 kc, 250 w, emission special and unl. DISMISSED March 15.

FM—Unassigned

KIDE El Paso, Tex.—CP new noncommercial educationl station on frequency not specified, power 1 kw, emission special for FM and unl. VACATED March 15.

Assignment of License

KOLE Port Arthur, Tex.—Voluntary assignment of license from Mary A. Petru, Socs N. Vratis, Gray R. Harrower, Branch C. Todd, partnership d/b as Port Arthur Bcstg. Co. to Mary A. Petru and Socs N. Vratis, partnership d/b as Port Arthur Bcstg. Co. Dismissed March 17.

APPLICATION RETURNED

Acquisition of Control

WBEX Chillicothe, Ohio—Voluntary acquisition of control of licensee corporation from Shawnee Bcstg. Co. and George Walsh to D. C. Summerford. RETURNED 3-18 48.

FM—96.9 mc

William F. Huffman Radio Inc., Stevens Point, Wis.—CP new FM station (Class B) on Channel 245, 96.9 mc, ERP 2.46 kw. RETURNED March 11.

TENDERED FOR FILING

AM—680 kc

WVOK Birmingham, Ala.—CP change hours from D to unl., change frequency from 690 to 680 kc, install DA-DN and change trans. location.

Modification of License

WJHO Opelika, Ala.—Mod. License change power from 100 w-N 250 w-D to 250 w unl. on 1400 kc.

AM—1340 kc

Oxford Bcstg. Corp., Oxford, N. C.—CP new standard station 1340 kc 250 w unl.

AM—1270 kc

Paris Bcstg. Co., Paris, Tenn.—CP new standard station 1270 kc 1 kw D.

Assignment of CP

KNUZ Houston, Tex.—Consent to assignment of CP to Veterans Bcstg. Co. partnership composed of Max H. Jacobs, Douglas B. Hicks, Bailey Swenson and Leon Green.

TENDERED FOR FILING

Assignment of License

WMGW WMGM-FM Meadville, Pa.—Consent to assignment of license of AM station and CP for WMGM-FM to Meadville Bcstg. Service Inc.

WIGM Medford, Wis.—Consent to assignment of license to George F. Meyer.

PETITION TO REINSTATE

AM—1470 kc

WTOD Toledo, Ohio—CP change hours from D to unl. and install DA-N. AMENDED to change frequency from 1560 to 1470 kc, DA-DN (DA-2), changes in ground system and change transmitter location.

March 23 Decisions . . .

ACTIONS ON MOTIONS

(By the Commission)

Yankee Network Inc., Bridgeport, Conn.—Adopted memorandum opinion and order denying request to amend Sec. 3.606 of rules by deleting television Channel 10 from Hartford and assigning it to Bridgeport, Conn., without prejudice, however, to petitioner filing within 15 days petition to amend rules in manner set out in its present request or in any other manner. Petition should show change or changes requested, and should contain showing that such amendment is technically feasible and will be in the public interest. (Comrs. Hyde and Jones dissenting).

(By Commissioner Jones)

Suburban Bcstg. Corp., Upper Darby, Pa.—Granted in part petition for leave to amend its application to specify new ant. site and to revise technical data.

Crawfordsville Bcstg. Assn., Crawfordsville, Ind.—Granted petition to dismiss without prejudice its application.

NEWEST FM station in Baltimore, WMCP, owned and operated by Belvedere Broadcasting Corp., is housed in these quarters. Station, operating with 20 kw on 94.7 mc (Channel 234), is on an 11 a.m.-11 p.m. schedule. Downtown studios are in Baltimore's Stieff Bldg. WMCP, a member of the Continental FM network, was launched March 14. President of the licensee corporation is Thomas F. McNulty.

WDSM Superior, Wis.—Granted petition to amend its application to revise DA and change financial data; dismissed insofar as it requests grant without hearing.

Grandwood Bcstg. Co., Grand Rapids, Mich.—Granted petition for authority to take depositions in re application for assignment of license.

Continued hearings on following: Jorama-Fer Radio Corp., Caguas, P.R. et al, from March 22 to April 9; WDSM Superior, Wis., from March 24 to April 14; Coconino Bcstg. Co., et al, Flagstaff, Ariz., from March 23 to April 12.

(By the Secretary)

WCOL Columbus, Ohio—Granted license install FM ant. on AM tower.

WNAM Neenah, Wis.—Granted license mount FM ant. on AM tower.

KLAS Las Vegas, Nev.—Granted license for new station 1230 kc 250 w unl.

WTOR Torrington, Conn. — Granted license for new station and for change in studio location.

WJIG Tullahoma, Tenn. — Granted license for new station 740 kc 250 w D.

KRLC Lewiston, Ida. — Granted license covering change in name of licensee, change freq. to 1350 kc, power to 1 kw, install new trans. and DA-N and change trans. location.

WCMB Lemoyne, Pa.—Granted license for new station 960 kc 1 kw D.

WCMA Corinth, Miss.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

WLBJ Bowling Green, Ky.—Granted Mod. CP to make changes in vertical ant. and for extension of commencement and completion dates.

WNNG Newton, N. C.—Granted mod. CP to change type trans. and for approval of ant., trans. and studio location.

WRFD Worthington, Ohio—Granted mod. CP to make changes in vertical ant. and to eliminate installation of FM ant. on AM tower.

WHDH Boston—Granted mod. CP make changes in DA and to change trans. location.

WTSP St. Petersburg, Fla.—Granted mod. CP change type trans. and extension of completion date.

Following were granted mod. CPs for extension of completion dates as shown: WTYS Marianna, Fla., to 4-17-48; KFSA-FM Ft. Smith, Ark., to 10-10-48; WHKY-FM Hickory, N. C., to 7-4-48; WMIN-FM St. Paul, Minn. to 6-20-48; WPAY-FM Portsmouth, Ohio, to 6-6-48; WMIT Winston-Salem to 10-14-48; WFAA-FM Dallas, Tex.

(*Continued on page 89*)

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4. Employment up 27% over 1946 and general payrolls gained 45%.
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Representatives

Promotion

SHARPENING STONE attachment is central feature of latest promotional folder issued by WIBW Topeka, Kan. Cover of brochure, which is printed in three colors, displays elf holding sharpening stone. Stone is attached to inside page with cut-out cover for it to slide through. Inscription reads, "For a sharper edge—on your Kansas selling effort, hire WIBW." Reply card for ordering extra pocket-sized sharpening stones and data on WIBW availabilities is attached to folder. Banner running across inside pages and carrying over to back cover states, "WIBW whets the buying appetite of more Kansans because—WIBW is the station most preferred by Kansas People." Data from study made by Dr. F. L. Whan of U. of Wichita is used as supplemental statement.

'Morning Glory'

"IT'S always 'Good Morning' at KDKA" states promotional folder released by that Pittsburgh station to give information on its morning shows. Two-fold folder features drawing of morning glory on cover with inscription, "Morning Glory in Pittsburgh." Inside spread displays clock faces indicating time of various morning shows and accompanying copy emphasizing mail-pull of each show. Back cover shows sun coming up, sun at high noon, and moon, with banner reading, "In the rich, Pittsburgh market area . . . it's KDKA morning, noon or night."

Who is 'Mr. Whiz?'

PATTERNED after NBC "Walking Man" contest, "Mr. Whiz" contest has been started by WHIZ Zanesville, Ohio, offering over $1,000 in cash and merchandise, with prizes increasing each day that mystery man is unidentified. Clues are given over WHIZ Monday through Friday at 1:30 p.m., with rules similar to those of the NBC contest. Listeners must write slogan for Cancer drive and send in contributions in order to qualify for phone call from station asking for their guess on "Mr. Whiz'" identity. Each day three people are called. "Mr. Whiz" is not national figure, but rather citizen known to people served by Whiz. Station is running ads in local and area newspapers promoting interest in the contest.

Sponsor Promotes

SPECIAL bulletin-letters have been mailed to all its dealers by Essex County Automotive Trade Assn., Newark, N. J., to announce sponsorship of new program over WAAT Newark. Letter is headed "Important Announcement" and outlines plans for broadcast which started on WAAT March 14. Dealers are urged to use window strips announcing the show; to prepare rubber stamps plugging the show for use on all mailings, and to insert notice of the show in all newspaper advertising.

Count Noses

EMPHASIZING sales effectiveness of its newscasts, WEEI Boston has issued brochure using an abacus as theme. Cover of two-fold brochure displays black balls strung on lines with rust-colored background. In corner of cover is chalk inscription carrying over to inside page which represents a blackboard. Inscription reads: "When you count 'em up—the best news buy in Boston is WEEI—best by 36%." Second inside page shows abacus with balls in graphic arrangement showing Pulse ratings of WEEI newscasts as compared to other stations. Faces have been drawn on balls to depict listeners.

Autograph Booklets

AUTOGRAPH FANS get preferred treatment following "The Adventures of Archie Andrews" (Sat. 10:30 a.m.) in NBC studios in New York. Special autograph booklets are issued to those in studio audience requesting them. Fans then file around a table where the entire cast is seated. Cast signs their proper names beside pen and ink drawing of characters they portray on program. Program is sponsored by Swift & Co., through J. Walter Thompson Co., New York.

'Spring Tonic'

BOTTLES of sulphur and molasses, tagged "the real thing," were distributed to radio editors by WNEW New York to announce that "Spring Tonic 1948," a special events show, was to be aired on that station Sunday, March 21. Bottles of sulphur and molasses carried toast "to your very good health" to editors from WNEW.

Jointly for Safety

JOINT COOPERATION for promotion of safety has been started by WOWO Fort Wayne and National Safety Council. Station promotes council's work in its "Hey, Mr. Motorist" daily program. In return, local committee of the council is mailing out folders on safety "Watch Out for the Kids" to 2,300 members. Inside spread of folder carries notice of program, with time and station.

Time-Out for Radio

UNUSUAL TIME-OUT was called during recent basketball game at Adams, Mass., when game was halted at three-quarter mark so that players and spectators could listen to a WBRK Pittsfield, Mass. broadcast of semi-finals in basketball game between Pittsfield High School and Classical High of Springfield. Since interest in the semi-final game was so great, WBRK broadcast was piped over the PA system in the Adams' Armory and that game was halted until the end of the broadcast, whereupon the Adams' game was resumed.

Photo Contest

AMATEUR photographers are invited to compete for prizes in contest titled "Best Photograph of 1947 in Tidewater" being conducted by WLOW Norfolk, Va. Entry blanks giving rules and list of prizes have been prepared and distributed by station. Rules specify that only amateurs are eligible, pictures must be taken in Tidewater during 1947, and other details of qualifications. Nine prizes, all photographic equipment, will be awared with top winner receiving Universal Bucaneer 35mm camera and accompanying equipment. Contest started March 10 and closes March 31.

WQAM Report

PUBLIC SERVICE report for 1947 has been issued by WQAM and WQAM-FM Miami, Fla., in 16-page booklet form. Cover of folder and second inside page feature pictures of station's new AM-FM tower which was acquired in 1947. Much of the public service story is told in pictures, showing scenes from safety programs, cancer fund drive, children's shows, educational features, "Negro Slums" series, and variety of other community service broadcasts. Three pages contain reprints of letters to WQAM from public organizations, thanking station for its support. Last page of report carries inscription, "Looking ahead with Miami is looking ahead with WQAM."

NBC Case

"CASE of the Happy Miller" or "How to Double the Take" is title of recent four-page promotion folder issued to the trade by NBC Western Network. "Happy Miller"—pictured on front page in contented corpulence—is advertiser Sperry (pancakes and waffles) Division of General Mills, who, says folder, has "doubled the take" by keeping its breakfast listeners happy every morning with Commentator Sam Hayes and his news reports, and its afternoon women listeners satisfied with "This Woman's Secret" program. Double-take is pictured on inside page by exuberant hunter who has just downed two ducks. "Find out," says the folder, "how you can become one of those knowing advertisers."

Dummy Mikes

DUMMY MIKES are really very useful, WOWO Fort Wayne, Ind. thinks. So much so that it has set aside a group for use by clubs and organizations for decorative purposes. One club's publicity committee used WOWO dummy mikes to mark speakers' places at dinner with centerpiece of flowers around real mike. Another group reports it used mikes on each of its bridge tables to announce its intention of going on the air with a radio program. Dummy mikes are returned to the station after they are used by the various groups.

Grocer and Druggist List

LISTING of "recent and current" WCAE Pittsburgh, Pa., food and drug advertisers has been sent out by that station to all retail grocer and druggists on its regular mailing list. Separate lists are prepared for 700 retail grocers and 400 retail druggists on the mailing list. List is broken down into programs and announcement campaigns, and gives advertiser, product and program title. Station plans to release this list quarterly with WCAE Druggists and Grocery Briefs.

RCA Ad

"TODAY'S Television Screen Is Already 40,000,000 People Big," headlined newspaper advertisements placed recently by RCA Victor in New York and Philadelphia to point up potential business for retailers represented by video's present status. Promotional pieces stated that today 40,000,000 people live within reach of daily television programs, and that before votes are cast in this year's presidential election, television will reach substantial areas in at least 21 states having more than two-thirds of national total of electoral votes.

Rabbit Trick

"MORE Than We Expected" is heading of latest promotional folder issued by WBT Charlotte, N. C., based on Hooper Oct.-Nov. 1947 study of listening audience. Printed on heavy-stock pink paper, folder is highlighted with drawings of magician pulling rabbits from top hat. Front cover displays confident magician beginning the trick. Inside page shows same man with surprised look as multitude of rabbits emerge from the hat. Copy explains that Hooper study revealed more listeners for WBT than station expected. "If your product is less popular in this part of the country than you had hoped, give us or Radio Sales a call. We'll show you how to top your fondest expectations," folder concludes.

Architecture Project

DESIGNS for "studios of the future" for WNHC New Haven, Conn., are being prepared by 46 architecture students of Yale U. in project jointly sponsored by the station and the university. Students have been given basic facts of property size, needs, etc., and weekly classes are held at WNHC studios for studying problems first hand. When each student's design is completed at end of five weeks, panel of leading architects will judge drawings and select outstanding four. These will be displayed for two weeks in reception lounge of WNHC, with special talk on the air by each winning student as to his reasons for his particular design.

Promotion Personnel

KENNETH CROTTY, former director of sales promotion and merchandising of Harry M. Frost Co., Boston, has been named director of merchandising of Yankee Network in New England. Mr. Crotty previously was on staffs of Providence Journal, Boston Transcript, New Bedford Standard Times and AP, and was with advertising department of American Optical Co. During war he served in Navy as officer in charge of Navy News in Pacific area of operations.

Mr. Crotty

MITCHELL B. DEGROOT Jr., ABC's advertising and promotion copy chief, is giving a five-weeks course in "Promotion and Merchandising of Radio Programs" at the New School, New York. Course began March 19.

PIERCE GRANT, CBS Hollywood photographer, is the father of a girl, Diana, born March 14.

ADVERTISING NEWS, weekly paper of Boston advertising, in recent issue paid tribute to Yankee Network for its five-week series of Yankee Network Television Clinic sessions.

FCC Actions

(Continued from page 86)

Decisions Cont.:

to 10-10-48; WFAM Lafayette, Ind., to 6-21-48; WMOK-FM McKeesport, Pa., to 4-16-48; WDXY Spartanburg, S. C., to 7-12-48; WNIQ Uniontown, Pa., to 6-31-48.

WEEU WEHZ Reading, Pa.—Granted voluntary assignment of license and CP from Berks Bcstg. Co. to Hawley Bcstg. Co.

Following were granted mod. CPs for extension of completion dates as shown: WSRK Shelbyville, Ind., to 4-18-48; KGKB-FM Tyler, Tex., to 9-14-48; WHB-FM Kansas City, to 6-18-48.

WTHI Terre Haute, Ind.—Granted license for new station and specify studio location; 1480 kc 1 kw DA unl.

WNOK Columbia, S. C.—Granted license for CP install new trans.

WQAM Miami, Fla.—Granted license for CP install new ant. and mount FM tower on top.

WMFR High Point, N. C.—Granted license for CP change vertical ant. and install FM ant.

WKBB Dubuque, Iowa—Granted license for CP install vertical ant. and mount FM ant. on top of AM tower.

KBOA South of Kennett, Mo.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

WHIZ Zanesville, Ohio—Granted CP install new vertical ant. and mount FM ant. on top of AM tower.

WBEN Inc., area Buffalo, N. Y.—Granted CP new experimental television relay station; 6950-6975 mc; 0.1 w.

KFVS Cape Girardeau, Mo.—Granted mod. CP to change type trans., make change in DA and extend completion date to 6-29-48.

Following were granted mod. CPs for extension of completion dates as shown: WMCP Baltimore, to 10-7-48; WBAP-FM Ft. Worth, Tex., to 7-12-48; WHBS-FM Huntsville, Ala., to 5-15-48; WRVB Richmond, Va., to 9-16-48; WSNJ-FM Bridgeton, N. J., to 6-30-48; WCAO-FM Baltimore, to 5-10-48; WBOC-FM Salisbury, Md., to 4-14-48; KDTH-FM Dubuque, Iowa, to 7-8-48; WFJS Freeport, Ill., to 10-10-48; WMAZ-FM Macon, Ga., to 8-31-48; WEXL-FM Royal Oak, Mich., to 5-15-48; WOAI-FM San Antonio, Tex., to 10-7-48; WGTM-FM Wilson, N. C., to 9-16-48; WRAK-FM Williamsport, Pa., to 6-30-48; KHMO Hannibal, Mo., to extend commencement and completion dates from 4-5-47 and 10-5-47 to 60 days after grant and 180 days thereafter.

KCSU Provo, Utah—Granted license for new station 1490 kc 250 w unl.

KYAK Yakima, Wash.—Granted license for new station 1400 kc 250 w unl.

WKBM American Colonial Bcstg. Corp., area Arecibo, P.R.—Granted CP reinstate CP new remote pickup station.

KBON Omaha, Neb.—Granted CP install new vertical ant. and ground system and change trans. location.

WCSC Charleston, S. C.—Granted license for CP increase in power, install new trans. and DA-N, change trans. and mount FM ant. on No. 2 tower.

KWOS Jefferson City, Mo.—Granted license for CP for changes in vertical ant. and mount FM ant. on top of AM tower.

WVJS Owensboro, Ky.—Granted license for new station; 1420 kc 1 kw DA unl.

WJSW Altoona, Pa.—Granted license for CP which authorized increase in power, change frequency, install new trans., change hours, install DA-N, make changes in ground system, change trans. and studio location.

WKBV Richmond, Ind.—Granted license to cover CP install new trans.

WISL Shamokin, Pa.—Granted license for new station and change studio location; 1480 kc 1 kw DA-N unl.

John F. Easley, Ardmore, Okla.—Granted CP for new ST link station.

WERD Atlanta, Ga.—Granted mod. CP for approval of ant. and trans. location.

KXIT Dalhart, Tex.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

Following were granted mod. CPs for extension of completion dates as shown: KSD St. Louis, to 6-25-48; WLOF Orlando, Fla., to 6-1-48; KWAD Wadena, Minn., to 7-1-48; WMBR-FM Jacksonville, Fla., to 6-25-48; KRNT-FM Des Moines, Iowa, to 6-9-48; WOL-FM Washington, D. C., to 6-26-48.

March 23 Applications . . .

ACCEPTED FOR FILING

License for CP

WHBO Sulphur Springs, Fla.—License to cover CP new standard station.

Modification of CP

WKEU Griffin, Ga.—Mod. CP increase power, etc., for extension of completion date.

AM—980 kc

Grain Country Bcstg. Co. Inc., Peru, Ill.—CP new standard station 980 kc 500 w-N 1 kw-D DA-2 unl. AMENDED to change DA-D and change directors and officers.

AM—600 kc

Southland Bcstg. Co., New Orleans—CP new standard station 600 kc 1 kw D. AMENDED to change power to 500 w D.

AM—1130 kc

UAW-CIO Bcstg. Corp. of Mich., Detroit—CP new standard station 680 kc 250 w D. AMENDED to change frequency from 680 to 1130 kc, power from 250 w D to 2.5 kw-N 5 kw-D, hours from D to unl. install DA-DN and change directors and officers. (Contingent on WCAR to change frequency).

AM—970 kc

The Montana Network, Billings, Mont.—CP new standard station 1550 kc 1 kw-N 5 kw-D unl. AMENDED to change frequency to 970 kc, power to 5 kw, change DA-N.

AM—1460 kc

KENO Las Vegas, Nev.—CP change frequency from 1400 kc to 1460 kc, increase 250 w to 1 kw, install DA-N.

Modification of CP

WPTR Albany, N. Y.—Mod. CP new standard station for extension of completion date.

AM—1490 kc

Leader Pub. Co., Guthrie, Okla.—CP new standard station 1490 kc 250 w unl. AMENDED re officers and directors.

License for CP

WFIL Philadelphia—License to cover CP increase power, etc.

AM—840 kc

George M. Hughes, Florence, S. C.—CP new standard station 740 kc 1 kw D. AMENDED to change frequency from 740 to 840 kc.

Modification of CP

WNHC-FM New Haven, Conn.—Mod. CP new FM station for extension of completion date.

WGBS-FM Miami, Fla.—Mod. CP new FM station for extension of completion date.

WIRL-FM Peoria, Ill.—Same.

WHPE-FM High Point, N. C.—Same.

WRZE York, Pa.—Same.

WTAQ-FM Green Bay, Wis.—Same.

KECA-TV Los Angeles—Mod. CP new commercial television station to increase ERP from vis. 4.5 kw, aur. 2.7 kw to vis. 29.75 kw, aur. 14.8 kw

TV—198-204 mc

Television California, San Francisco—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 31.35 kw, aur. 15.66 kw unl.

Modification of CP

KGO-TV San Francisco—Mod. CP new commercial television station to increase ERP from vis. 5.4 kw, aur. 2.7 kw to vis. 29.1 kw, aur. 14.6 kw.

TV—210-216 mc

FM Radio and Television Corp., San Jose, Calif.—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 33.2 kw, aur. 16.6 kw and unl.

Modification of CP

WENR-TV Chicago—Mod. CP new commercial television station to decrease ERP from vis. 30 kw, aur. 15 kw to vis. 28 kw, aur. 14 kw.

WLWT Cincinnati—Mod. CP new commercial television station for extension of completion date.

TV—Relay

The Fort Industry Co., Toledo, Ohio—CP new experimental television relay station on 6875-7125 mc, power 0.1 w, emission special for FM ant. hours in accordance with Secs. 4.131 (b), 4.163.

License Renewal

Standard broadcast application for renewal of license filed by: WHAM Rochester, N. Y. Noncommercial educational application for renewal of license filed by: WBKY Beattyville, Ky.

(Continued on page 98)

SATISFACTION IS THE KEY TO LINGO'S PROGRESS

"... our signal strength is quite amazing ..."

"... we are picked up constantly within a radius of 150-200 miles away. In Syracuse 50 miles away we sound like a local station ... we believe that this is a combination of the tower itself and the radiating system. ..."

—J. ERIC WILLIAMS
General Manager, Station WGAT
Utica, New York

LINGO
Vertical Tubular Steel
RADIATORS

For proven stability and peak efficiency "Look to Lingo" and get the advantage of these 5 "exclusives":

1. Moderate Initial Cost
2. Low Maintenance Cost
3. Top Performance Assured
4. Easy to Erect
5. Over 50 Years Experience

Write for Pertinent Data

We will be glad to supply advice on such problems as proper radiator height, ground systems, and other related problems. For factual data please indicate location, power and proposed frequency.

JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.

24 great newspapers select

Television by RCA

RCA has everything you need to get started NOW!

Overwhelming acceptance of RCA equipment marks the swift progress of television from coast to coast.

Already a substantial percentage of broadcasters and newspapers have ordered RCA transmitters. Most of these stations are being *completely* RCA equipped, from super-sensitive cameras to high-gain antennas.

Many of these telecasters are already on the air with regular programs—or on an experimental basis. Other stations are receiving shipments of RCA equipment that will put them on the air very soon. And by the end of 1948, high-definition *RCA television* should be within the reach of 49,000,000 people.

Why is *RCA television* so far in the lead? Here are a few of the reasons: (1) Everything needed to get on the air is in quantity production at RCA *now;* (2) All equipments embody the very latest technical advances in the art; (3) Designs are flexible . . . "add-a-unit" construction makes them equally applicable to the very small or the very large station; (4) Facilities can be gradually and *economically* expanded as television audiences grow . . . without obsolescence of original equipment; (5) Equipment is easy to operate and reliable.

As you know, television is moving fast. What are *your* plans? Will you be the first to bring this new public service to your community . . . utilize its tremendous audience impact for newscasting, advertising, and circulation building? We'll be glad to help you get started with complete planning information and cost data. Write Dept. 19-C.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager wanted for 500 watt station ready to join network. Must be experienced with agency contacts, proven record of performance and recommendations that can be thoroughly checked. State salary and other conditions. Box 24, BROADCASTING.

New eastern regional wants commercial manager. Give complete details first letter as to experience, salary expected, age and give references. Must be sober. Enclose recent photo if possible. Box 226, York, Pennsylvania.

Salesmen

Are you a radio time salesman? Can you sell programs and keep them sold? There is a gold mine waiting to be opened by a real radio salesman who is not afraid of work. He could become sales manager. A thousand watt, fulltime network station. Write fully to Box 17, BROADCASTING.

Big opportunity earning over one hundred dollars weekly on fifteen per cent commission with drawing account for specified time. Network station in clean, aggressive city of over one hundred thousand. Give experience and availability in letter or telegram. Box 20, BROADCASTING.

Wanted—Experienced salesman in New York state market of 350,000. This is a real opportunity for a go-getter who can handle good accounts and who is a go-getter and not a drifter. Good draw. Box 21, BROADCASTING.

Announcers

Central California stations will have openings for top grade announcers with first phone licenses. Good advancement possibilities for men of ability, network affiliate. Good working conditions, minimum salary $72.50. Send full details, experience, and background together with voice record and photo. Box 862, BROADCASTING.

Progressive, aggressive network station, regional; needs experienced announcer for staff work, disc shows. $60 base, 48 hours plus good talent. Send disc and picture. Box 962, BROADCASTING.

Wanted—An announcer for 250 watt, fulltime network affiliate station in small market, northern New York area. Veteran desiring training program acceptable. Write Box 13, BROADCASTING.

Newscaster for new, small midwestern newspaper affiliated stations. Hourly newcasts stressing regional news. Address Box 23, BROADCASTING.

Announcer-engineer. Send disc, photo, references, background and financial requirements. WKWF, Key West, Fla.

Can You Wake Up A Sleeping City?

WANTED — A "morning man" with enough air personality and salesmanship to make non-listeners turn on their sets and switch listeners in a big, competitive market.

Field is wide open. No station in town has one-man morning show. Good money for producer. Promotionally minded net affiliate in one of nations top ten markets in East. In first letter tell us about your experience, type of work and proof of performance. If there's possibility of getting together will ask for disc and give you complete details in personal interview.

BOX 991, BROADCASTING

Help Wanted (Cont'd)

Sports announcer by June 1—Experienced man to handle play-by-play baseball, football and basketball. Also, help part time announcing or news. KCRC Enid, Oklahoma.

Announcer—5000 watt NBC affiliate expanding staff has opening one additional topflight announcer thoroughly experienced all phases programming. No beginners considered. Send audition disc and complete information, including expected earnings. WSAV, Savannah, Georgia.

Announcer-disc jockey, experienced ad-lib and well versed in participation shows. Disc and photo must precede interviews. WMMW, Meriden, Connecticut.

Announcer wanted immediately. Excellent opportunity for experienced and capable man. Base salary plus talent. Contact William Halpern, Production Manager, WLBR, Lebanon, Pennsylvania.

Now organizing staff, except engineering, for eastern regional. Send full details first letter with photo if possible. Announcers send discs. Good opportunity to grow with new station. Must be sober. No drifters. Box 226, York, Pennsylvania.

Announcer needed April first, permanent position for good man not afraid to work for advancement. Console knowledge necessary. Prefer man with some experience. Rush disc and background material to WCNC, Elizabeth City, N. C.

Technical

Combination operator-announcer with good voice. Model station, hunting and fishing country. Modern station apartment furnished special $35 monthly rent. Good salary. Air mail disc, photo KPRK, Livingston Montana.

Montana — Combination operator-announcer with good voice. Airmail photo, disc, KPRK, Livingston. Housing available.

Wanted—Transmitter engineers for 1 kw regional. Good opportunity to obtain directional experience. Send qualifications, photo and salary requirements Harold White, Chief Engineer, WKTY, LaCrosse, Wisc.

Production-Programming, others

Scriptwriter, with wide range of experience, at leading eastern university. Documentaries, dramatizations, variety shows. State qualifications and salary. List references. Box 18, BROADCASTING.

Experienced continuity writer, male or female, to handle traffic, special events. Also, experienced announcer capable doing disc jockey, interview shows. Audition disc, picture required. Good salary, chance for advancement. Excellent location. Reply Box 45, BROADCASTING.

Situations Wanted

Managerial

Station manager with license. Would like to discuss position with you; can sell, announce, experience in all lines of broadcasting work. Interested in permanent position. Box 961, BROADCASTING.

Need a manager? Eleven years experience all departments including assistant manager. Midwest preferred. Box 967, BROADCASTING.

Top station executive—College trained, experienced all departments. A-1 personnel director capable building staff and Hooper second to none. Now employed in executive capacity with leading station. Desire to locate in southeast with CBS or NBC affiliate. Will consider position of manager, assistant manager or program director with right station. Answer Box 9, BROADCASTING.

Situations Wanted (Con't)

RADIO ADVERTISING EXECUTIVE

16 years New York commercial radio experience. Knows sales, programming, promotion, copy and continuity, personnel and management plus client and public relations from vast experience on both station and advertising agency sides.

Seeking opportunity with established station as manager, assistant manager or commercial manager. Looking for future possibilities, not immediate salary.

For complete details, references and recommendations write

John D. Hymes
218 Manhasset Woods Road
Manhassett, L. I., N. Y.

Forced to move, sold my house because doctor says "You must move your wife." Manager, sales manager with agency background awaits your offer, please! Box 60, BROADCASTING.

Specialist in station operation seeks position as general manager. Bachelor's, Master's and Doctor's Degree in field of radio, veteran, experience in every phase of the business. Will build your audience and boost sales through scientific planning. Box 970, BROADCASTING.

General manager five stations and executive assistant to president large theatre organization desires change to climate more suited to wife's health. Very capable in radio, theatre, publicity and public relations fields. Not "high pressure," just practical businessman with good record. West coast preferred, but not essential. Salary reasonable. All offers considered. Prompt replies appreciated. Box 31, BROADCASTING.

Will trade ten years radio management, sales, network announcer experience for real management opportunity with small station where versatility is required. Box 36, BROADCASTING.

Manager with outstanding know-how in sales, programming, promotion and public relations. Can build profits for a progressive station which may be finding it difficult to operate in the black—or, will plan, start and operate a new station. Good showman, mature, aggressive and hard worker. Available May 1st. Box 38, BROADCASTING.

Available within 90 days, experienced combination station manager-program director-commercial manager. $7,500 minimum. Interested only new stations or those having difficulties operating in black. Will guarantee results on salary plus bonus basis. Now employed. Reply Box 46, BROADCASTING.

If you have need for a good station manager with top references and are located in California or similar area, I might be your man. Box 32, BROADCASTING.

Announcers

SPORTS ANNOUNCER—Veteran, six years in present position with eastern metropolitan network outlet. Excellent on daily sports program, reporting, commentary. Top quality play-by-play. Desire change to station planning complete local baseball coverage this summer, football next fall. Go anywhere, two week notice, $100 per week.

BOX 55, BROADCASTING

Announcer—Good news and commercial man. Disc on request. Bill Borosak, 3225 S. Crawford, Chicago 16, Illinois.

Announcer, 2 years experience all phases, prefer union station affiliated with network. Can be ready immediately to go anywhere in the United States. Have disc, photo, very good references. Telephone Brandywine 6162 Pittsburgh Exchange.

Experienced announcer, console operation, excellent newscaster and time salesman. Present employment proven announcing and sales record. Prefer eastern states. Married, available March. Box 848, BROADCASTING.

Situations Wanted (Con't)

Announcer—Experienced 5 kw Mutual affiliate. Desire to locate near St. Louis. Photograph, disc, qualifications on request. Box 8, BROADCASTING.

News editor-announcer. Fully experienced, sober, mature, versatile. Solid, intelligent rewrite. Seeking permanency. Box 12, BROADCASTING

Announcer, presently employed desires change. Versatile in all types announcing. News, commercial, disc jockeying, etc. Some sports. Can write copy and also some sales experience. Box 14, BROADCASTING.

Announcer, short on experience, but eager. Jazz and popular disc jockey specialty. Also news and special events. Want permanent staff job with good station. 25 years old, married and one child. Prefer west of Mississippi. Box 16, BROADCASTING

Announcer—Good commercial voice. Strong on sports. Graduate leading N.Y. radio school. Excellent references. Box 22, BROADCASTING

Versatile—Disc jockey, ten years radio and agency background, who can really write own copy with drama, humor and finesse, wants Pacific Coast position permanent. Write Box 30, BROADCASTING.

Change to regional agricultural programming eliminates sports and special events department. Will release top-notch, all-round, well-recommended man to wide-awake midwest market with opportunities in his field. Disc and recommendations on request. Box 34, BROADCASTING.

Announcer, salesman or anything, single, 27, radio school graduate, 2 years college, civic-minded, good ad-lib, available vet training. Go anywhere. Box 35, BROADCASTING.

All night record man or late-hour shows. Ad-libber extraordinary. Friendly, sincere voice, capable of presenting intelligent show. Network affiliate experience. Disc and details upon request. Box 39, BROADCASTING.

Announcer, five years experience. Versatile, congenial. Add dignity and friendliness to productions. Now employed 50,000 watt station. Disc on request. Box 40, BROADCASTING.

Potential man-on-street, ad-libber, newscaster, college trained, vet, married, seeks permanent connection radio or television. Disc, photo available. Box 41, BROADCASTING.

Announcer—Commercial, disc jockey, newscasting, baseball play-by-play. Experienced. Harry Lowe, 165 N. Michigan Ave., Chicago 1, Illinois.

Announcer—Commercial; specialty in sports, news, quiz and disc shows. Also can sell. Experienced. Ed Carter, 165 N. Michigan, Chicago 1, Illinois.

Announcer, college trained, little experience. Dependable. Vet, single. Go anywhere. South preferred. Salary secondary to opportunity. Disc, photo on request. Box 42, BROADCASTING.

Announcer, continuity writer. College training. Dependable, hard worker. Single, age 24. Will go anywhere. Disc and photo on request. Box 43, BROADCASTING.

Skilled announcer, now staff member California station, wants to settle in southwest or south. Address Sid Morse, 790 North Lake, Pasadena, Calif. for disc and photo.

Announcer — Experienced handyman: production, traffic, unlicensed control operations; young, married; go anywhere. Disc, photo available. Box 44, BROADCASTING.

Experienced sportscaster—Seeking California or eastern station with play-by-play assignment. 7 years before mike in baseball, football, basketball and news. Now with network affiliate. Box 45, BROADCASTING.

Announcer, seven months experience presently employed, desires change. Location no object, if opportunity to advance is available. Box 48, BROADCASTING.

Newspaper editor seeks return to radio with outstanding news program ideas. Tremendous local and area listener appeal. Now producing similar program daily in connection with newspaper work. Young, excellent voice and style, college education, wide experience. Reply Box 49, BROADCASTING.

Situations Wanted

Experienced announcer, newscaster, copywriter. Family man. Letter, disc and photo, if you mean business. State maximum wage. Box 50, BROADCASTING.

Announcer. Experienced. At present employed midwestern 50 kw wants to return east. No reasonable offer refused. Box 56, BROADCASTING

Announcer, 7 years experience, desires all night disc jockey, past experience is proof of ability. Excellent mail pull. Single, reliable and sober. Salary is no object. Will go anywhere. Now employed. Details on request. Box 896, BROADCASTING

Announcer, 8 years experience. Desires steady position in northeast. Box 950, BROADCASTING.

Young announcer. Experienced, versatile. No genius, but promise topnotch work for decent salary. Married, dependable, sober Box 958, BROADCASTING.

Announcer, seven years experience, three on 50,000 kw, wants position in southwest. Box 996, BROADCASTING.

Tired of specialists who can't handle routine? Topflight announcer, newsman, ten years key stations, desires eastern connection. Box 999, BROADCASTING.

Topnotch combination man available Pacific Northwest only. Ten years experience. Play-by-play baseball strong point. ET available. Box 4, BROADCASTING

Announcer — Single, capable, college trained all phases broadcasting. Desires position with progressive station. Disc, photo on request. Available immediately. Box 6, BROADCASTING.

Commentator—Topflight, available April 15; handled own wartime Washington network show; now on WOR, NY, with husky 5.2 Hooper, but time lost by station commitment. First hand knowledge foreign affairs, Washington, can talk authoritatively on elections, crisis abroad. Top references. Box 7, BROADCASTING.

Technical

Chief engineer available on 30 days notice. Will consider 1000 watts or less. 16 years varied radio experience—broadcast, shortwave, construction. Single, have car, 34 years old. Personal interests do not prevent travel. Box 28, BROADCASTING.

Chief engineer—Married, one child; wants permanent position. 6 years AM, 1 year FM. Installation, operation and maintenance. Available at once. C. W. Jones, 910 N. 25th St., Paducah, Ky., Phone 3045M.

Construction and/or chief engineer, thoroughly experienced, available short notice. New England or New York state. Box 731, BROADCASTING.

Chief or engineer in sub-tropics. 26 years communications engineering research. Maintenance, installation, operation. Box 982, BROADCASTING.

Experienced chief engineer and assistant. Experience: eight years and three years respectively. CREI and Midland trained. Installation and maintenance experience up to 5 kw. Both married, reliable—will travel. Box 5, BROADCASTING.

Graduate of E. E. engineer with seven years as chief of AM, also three years FM and fifteen years under 1st phone license; now at a station with no building program desires chief or technician position at a progressive station with television plans. Box 10, BROADCASTING.

Navy veteran. At present transmitter engineer at 5 kw station. Three years electrical engineering. Will go to any aggressive station. Two weeks notice. Box 33, BROADCASTING.

Young engineer with college education —4 years varied experience with AM and FM desires position as chief at progressive station. Married, one child. Box 52, BROADCASTING.

Engineer, transmitter or studio work. Veteran, 24, single. Graduate RCA Institute. 1st phone. Work anywhere. Martin Greenblatt, 2180 East 8th St., Brooklyn, N. Y.

Engineer, 1st phone. Veteran, 22, married. Work anywhere. Four years Navy communications. Melville graduate. Richard Abbrecht, 5148 Codwise Place, Elmhurst, L. I., N. Y.

Television engineer with pioneer eastern station desires climatic change, preferably west. Only TV stations considered. Box 59, BROADCASTING.

Situations Wanted (Con't)

Production-Programming, others

News editor with solid, exceptional experience in Washington, New York and abroad—whose capabilities and background will stand the closest scrutiny—seeks responsible post May 15. Box 25, BROADCASTING.

Progressive, young program director looking for a change to higher competitive market. Single. Civic-minded. Thoroughly experienced in production, continuity, traffic and sales. Can mold or hold a competent staff. Double as newscaster, disc jockey, special events or staff man. Past record speaks for itself. Presently employed by net affiliate. Will send production disc, details on request. Box 26, BROADCASTING.

Former network MC desires executive-talent affiliation. Will sacrifice present high salary potential for security and peace of mind. Box 27, BROADCASTING.

Newsman, 33, 16 years radio and newspaper experience including managing editorship, now working radio news and own advertising service; able to qualify for your best job. Family illness necessitates climate change. Living wage and place to live essential. Paul A. Kuntz, 1312 Grand Central Ave., Elmira, N. Y.

Public relations representative for large radio chain, fine business background in executive and sales, ability to meet public, good voice, good references, desires connection with station in south, southwest or west. Box 952, BROADCASTING.

Musician-farmcaster. Unusual fellow-unusual combination. Radio experience: 11 years voice, piano, platter in Pacific Northwest. Farm experience—Degree in agriculture, 8 years running my own farm, sold just before the "break." Audition disc? Yes, but being a family man I just want to send it to stations where prospects are steady. Box 931, BROADCASTING.

Publicity-promotion director. 9 years experience, continuity - programming. Hard worker, team man, references, available immediately. Box 949, BROADCASTING.

Program director, announcer, producer. Twelve years radio background covers all phases of AM and FM. Primarily interested in station with television because of theatrical background. Box 985, BROADCASTING.

Farm director—Desires position with progressive rural regional. Experience, excellent professional references. If interested I would like to tell complete story. Box 11, BROADCASTING.

Woman wants position as continuity writer and/or announcer. Has had no previous experience. Box 15, BROADCASTING.

News editor and broadcaster with wide radio and newspaper background available now. Box 19, BROADCASTING.

News, staff, special events, sports background. Experience major network station. Married, veteran. Desire position network affiliate or program director small station. Contact Box 2681, Central Station, Kansas City, Missouri.

Continuity writer-announcer. Married, 25, vet, trained all phases. Much ambition, with sales promotion experience. Midwest preferred. Disc on request. David Epstein, 1315 S. Harding, Chicago, Illinois.

Employment Services

Urgent! Traffic, copywriters, stenographers. Announcer-technicians. "Personality jockeys" for topnotch station. Today—write R. R. R., Box 413, Philadelphia.

Schools

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340

Situations Wanted (Cont'd)

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America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

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NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
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For Sale

FOR SALE
MIDWEST MONEYMAKER

A fine facility located in an unusually desirable one station market. Dominates its area, which is very large due to favorable technical features.
This station enjoys a splendid volume of regular business that can be increased by aggressive resident ownership and management. On any comparative basis this is one of the most profitable operations we have handled. Price $185,000. Financing arranged.

BLACKBURN-HAMILTON CO.
Radio Station Brokers

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Ave. NAtional 7405

DALLAS
Clarence E. Wilson and Philip D. Jackson
Mercantile Bank Bldg. — Central 1177

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St. — Exbrook 2-5672

250 watt transmitter excellent condition two years old, spare tubes, first $1300.00 takes it. Box 965, BROADCASTING.

FM for San Francisco Bay Cities. Have CP, need more capital. Will consider all offers. Ogden Driggs, 441 Burk St., Oakland, Calif.

Limiting amplifier, variable input and output gains, meter switch and VI, rack mounting. $219. 3 Parafilux heads lateral and vert. 3 arms and 5 position equalizers and switches, complete. $199. KEEN, San Jose, Calif.

For sale—Federal 3 kw FM transmitter, in excellent condition. Available immediately at a substantial saving.

Radio Station KWK
St. Louis, Mo.

250 ft. Truscon triangular self-supporting tower, complete with base insulators, top beacon and traffic lights. New bolts and new lighting cable will make like new. Dismantled, ready for shipment. FOB. Dubuque, Iowa Write or wire Dubuque Broadcasting Co.

Complete 250 watt station equipment. WE 310-B transmitter 1450 kc crystal with WE antenna tuning unit; G. R. frequency and modulation monitors, WE 110-A limiter; guyed, insulated, non-lighted, 190' pipe antenna. All to be sold as package lot. Contact

KABC, San Antonio

For Sale (Cont'd)

Broadcast Quality Records

New stations build your libraries. Popular, hillbilly, western records available at $35 per hundred all different FOB St. Louis. Specify quantity, types desired 25 per box. Many Miller, James, Martin, etc.

Record Service Co.
121 Gilbert
Kirkwood 22, Missouri

For sale—One RCA 311AB monitor crystal for 1400 kc in holder. One RCA TMV 1298 crystal and holder for 1400 kc. One Weston O-2 425 RF ammeter external thermocouple (repaired). One Weston O-2 425 RF ammeter external thermocouple (new). One Weston O-2 425 RF ammeter internal thermocouple (repaired). One Weston O-2 ammeter internal thermocouple (new). Following UTC chokes and transformers, PA-108, PA-109, PA-126, LS-55, LS-5, LS-66, LS-82, PA-311, PA-104, PA-105. Collins lighting choke (new). Make an offer for all or part to R. Sanford Guyer, WBTM, Danville, Va.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—Thousand watt Western Electric transmitter converted for air-cooled 228-R 1 kilowatt Amperex tubes with rectifier and motor generators for filaments only. Also, Westinghouse 1 A frequency monitor. Price, $2,500. Address all inquiries to John M. Rivers, President, WCSC, Inc., Francis Marion Hotel, Charleston, South Carolina.

188 ft. Lingo guyed tower complete with guys, plates, insulators, standard lighting. 1 RCA lighting choke. 1 General Radio frequency monitor crystal for 1340 kc 1 RCA TMV-129B crystal and heater for 1310 kc. 1 Collins 26-C limiting amplifier. All in good condition. Make offer. WSAV, Savannah, Georgia.

For sale—New towers, any height, immediate delivery. We also erect and service towers, coast to coast. Write, wire or phone 8503 John Greene, Mid-South Tower Company, Southern Pines, N. C.

For sale—Absolutely new Wincharger type 300, 360' tower, including A-4 lighting, 1 extra set metal earth anchors, 1 top guy set and mounting plates for GE 6 bay FM antenna. Also new General Electric type BY-6-A, 6 bay FM antenna complete for installation atop Wincharger type 300 tower. Tower, FM antenna both stored and ready for immediate delivery at cost price of $11,413.50. Write, wire or call collect, Chief Engineer, WORD, Spartanburg, S. C.

Muzak franchise in fast growing industrial city of 235,000. Sound investment at $25,000, half cash. Joseph C. McClure, 102 E. 14th, Jacksonville, Florida.

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In Stock for Immediate Shipment.
Send for Our Price List Today.
J. L. CLARK METALS CO.
2108 S. Ashland Ave.,
Chicago 8, Ill.

1000 watt station operating at profit. Midwest. Excellent buy. Box 54, BROADCASTING.

New independent station in country's "hottest" market. 250 watt, fulltime; priced to sell. Answer all inquiries, Box 37, BROADCASTING.

S & P Sees 500,000 New TV Sets or More in '48

EARNINGS of companies depending largely upon standard radio receiving sets are expected to decline this year, with the greatest drop experienced by those concentrating upon the small, low-priced sets. More favorable results appear to be in prospect for those with an important stake in television.

These are among the conclusions published by Standard & Poor's Corp., New York, under date of March 12 as part of a summary of business prospects in the electrical products industry. Summary was based on an extensive survey of the industry undertaken by Standard & Poor.

"Trade estimates of probable television set production vary widely," said Standard & Poor, "in a rough range from 500,000 units to 1,000,000. Inasmuch as January production was around 30,000 sets, or an annual rate of 360,000, and a number of companies plan to step up output sharply the 500,000 figure would appear to be conservative. On the other hand, it is doubtful that the 1,000,000 level can be attained."

Tester Re-elected AAAA S. California Chairman

CARL K. TESTER, general manager, Philip J. Meany Co., Los Angeles, was re-elected chairman at annual meeting of Southern California chapter of American Assn. of Advertising Agencies, held March 11. Other officers elected include Alfred Rooney, vice president, Lennen & Mitchell Inc., Beverly Hills, as vice president; Eugene Duckwall, business manager, Foote, Cone & Belding, Los Angeles, secretary-treasurer Gayb Little, president, Little & Co., Los Angeles, and Don Barr, manager of advertising service of Young & Rubicam Inc., Hollywood, were re-elected to Board of Governors.

Canadian Yearbook

SECOND EDITION of the Canadian Radio Yearbook, published in Toronto, is off the press. The 377-page volume, retailing for $5.00, includes seven sections—legislation and regulations, stations and networks, the business side of radio, broadcast equipment and engineering, music in radio, radio telephone numbers and a who's who of Canadian radio. The yearbook editor is Hugh Newton, Toronto *Globe and Mail* editorial writer. General manager is Jack Boothe, *Globe and Mail* cartoonist, and the advertising manager is M. R. Mallory, Toronto advertising executive.

MBS "Family Theater" and "Adventure Parade" have received awards from Los Angeles Tenth District, California Congress of Parents and Teachers—the first for "outstanding public service to the welfare of the family," and the second being "the outstanding children's program."

Wanted to Buy

Station wanted—General manager network station, program director, independent, want to team up. What will $20,000 cash buy? Box 903, BROADCASTING.

Station with or without network affiliation in good market or CP. Box 53, BROADCASTING.

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
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Disc jockeys! Fresh comedy patter! Guaranteed laugh provokers! Introductory collection, $10. Kleinman, 1735 N. Bronson, Hollywood 28, Calif.

Attention new Stations—We offer a convenient (FCC accepted) frequency measuring service to standard broadcast stations, new or old—inquire. Also, frequency monitor service and highest quality quartz crystals for broadcast and other commercial services. literature available. "Over a decade of satisfaction and fast services!" Eidson Electronic Company, Temple, Texas. Phone 3901.

RADIO PATTER AND CHATTER BOOK
One liners-monologues-heckler Boffos. Morgan, Hope and Berle stylings. Jokes—500. Brand new and original. Send $2 to PAT LOUTHER, 29 Anderson Avenue, Rochester, New York.

KERR SEES WEEK AND PICKETS

Former Oklahoma Governor 'Welcomed' by Union On Arrival to Inspect Peoria Station

"MY NAME'S KERR; what's yours?"

With this remark and a firm handshake Oklahoma's former governor, Robert S. Kerr, greeted each of a group of pickets carrying placards calling him a "union buster" when he arrived by plane March 9 to inspect WEEK Peoria.

Application is pending before FCC for transfer of the capital stock of WEEK, a 1-kw fulltime NBC affiliate on 1350 kc, from E. K. Gaylord and associates to former Governor Kerr and associates. He is also connected with an AM application for Oklahoma City.

Placards carried by the pickets proclaimed that the former governor "refuses even to let his employes vote in a secret National Labor Relations Board election for their collective bargaining agent." Mr. Kerr pointed out, however, according to the station, that he is not the owner of WEEK until FCC approves the transfer and also that the employes' petition for a collective bargaining election already is before the NLRB, which has to date announced no decision.

After being "welcomed" by the group of pickets at the airport, Mr. Kerr went to Peoria's Commercial Bank Bldg., in which WEEK studios are housed, and there was met by four pickets, none of whom, according to WEEK, is employed by the station. Mr. Kerr, according to station's version of the incident, invited union representatives into the studios for a conference and the picket line dissolved.

Fred Mueller (r), WEEK manager, greets the former governor and Mrs. Kerr.

FIRST WBEN-TV RATE CARD HAS BEEN ISSUED

RATE CARD NO. 1, published last week by WBEN-TV Buffalo, now telecasting test patterns, carries an hourly transmitter time charge of $200.

Remainder of the transmitter time charge schedule was announced as follows: 40 minutes, $176; 30 minutes, $132; 20 minutes, $110; 15 minutes, $88; 10 minutes, $77; five minutes, $55, and one minute or less, $30.

Use of live studio facilities for broadcast or rehearsal will be $15 per half hour. Film studio facilities use for broadcast, run-through and/or rehearsal carries a $10 per half hour charge. Use of film studio facilities in conjunction with live studio or remote pickup will be billed at a flat combination rate of $10. Circumstances will govern the charge for remote pickups.

WBEN-TV, owned and operated by WBEN Inc., the *Buffalo Evening News* firm, is expected to begin regular programming in late spring on channel 4 with ERP of 18.5 kw visual and 11.1 kw aural.

WJLB All-English

TEN YEARS of foreign language programming was brought to an end on WJLB Detroit when the station on March 1 became an all-English station. The move, according to John Lord Booth, president of Booth Radio Stations Inc., is part of a general expansion program including a new and improved signal in the Detroit area.

Distributors Are Feted By WSIX-FM Nashville

PREPARATORY to launching its FM station, WSIX Nashville entertained 36 of city's radio distributors at luncheon at Nashville's Maxwell House Hotel on March 4. Organization of dealers and the promotion of FM set sales were discussed.

WSIX-FM has been on program tests 3-10 p.m. daily since March 15, operating with 65 kw radiated power on 97.5 mc (Channel 248).

The WSIX-FM transmitter is a General Electric. It is on a hilltop site eight miles south of Nashville and 1,100 feet above sea level. A doughnut-type antenna with eight bays on a 292-ft. tower is used.

KRLD-FM Dallas Starts Daily Program Schedule

FM OUTLET of KRLD, 50-kw CBS outlet in Dallas, launched a daily schedule this month. The new station, using the call letters KRLD-FM and operating on 92.5 mc (Channel 223) with effective power of approximately 50 kw, claims to be the first super-power FM outlet in its area to present a full schedule of network programs plus local shows.

General Electric equipment has been installed at the KRLD transmitter near Garland, Tex., and the technical and studio personnel has been increased in connection with the FM installation, the KRLD management reports.

OUR IDEA IS THIS:

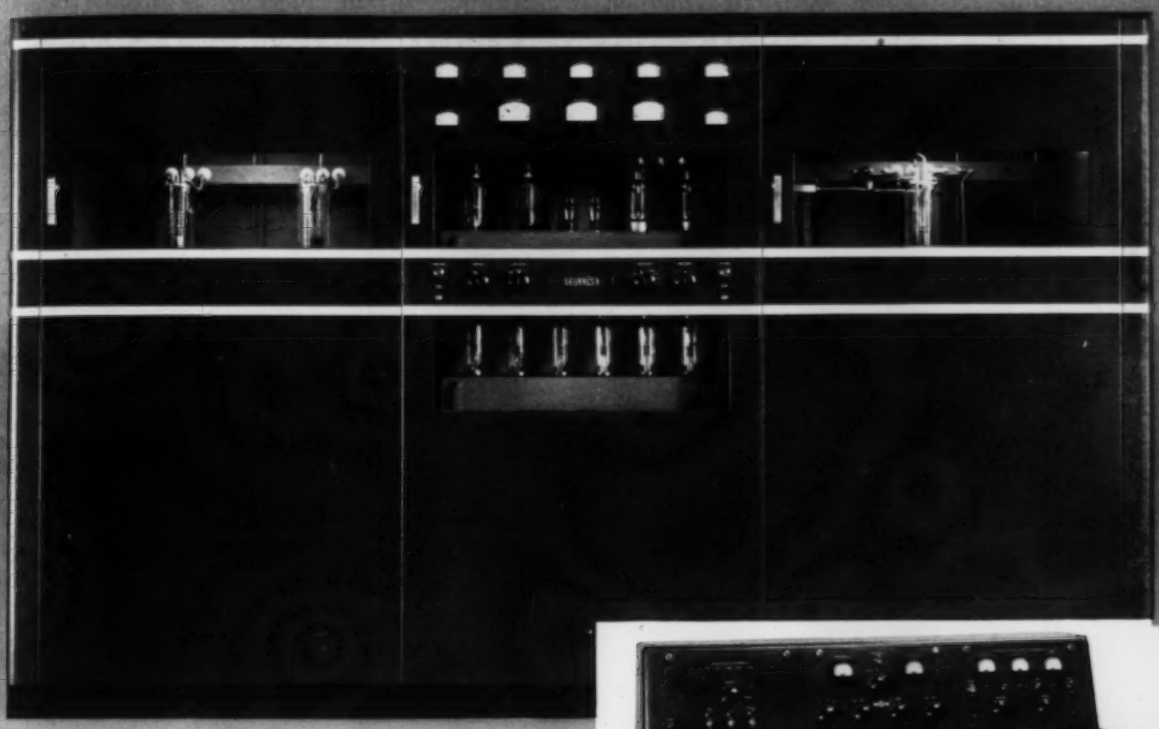
If you need that rare commodity—
Experienced television personnel—
You'll be very much interested in us.

We are 12 young men averaging 10 years'
Experience with a top television company,
Where we developed our television know-how.

We are immediately available to work for you
On your new television station or network staff,
Either individually or collectively, offering you:

Practical skill in television direction, engineering
Filming, management, programming, promotion, publicity
Sales and scriptwriting. Write to TELEVISION ASSOCIATES.

BOX 29, BROADCASTING



Brawn and Brain

OF A FINE 5 KW AM STATION

Shown above are the Collins 21A 5 kilowatt AM broadcast transmitter and 57A-6 transmitter console. Both are prime examples of thorough engineering, sound design, convenience and reliability.

The 21A transmitter features choice quality components conservatively operated, economical air cooled tubes, centralized metering and control, instantaneous power reduction (to 1000 watts), motor tuning, vertical chassis construction, full length access doors, complete circuit and personnel protection, and other improvements and refinements which make for efficient, economical operation and maintenance.

The 57A-6 console was designed specifically to provide complete remote control of the 21A from the desk, including visual monitoring of antenna currents and carrier modulation. All audio monitoring facilities are built into the monitor switching panel which includes monitor gain control, monitor input selector switch, console power switch, antenna light switch, and a spare switch for utility uses.

If you are figuring on a new or improved 5 kw installation, it will pay you well to look closely into this transmitter and console, as well as the complete line of Collins studio equipment. Start today by writing us for descriptive bulletins.

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New...Improved...Enlarged edition...

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GIVES THE WHOLE allocations picture, including directional antenna patterns and supplements to date of purchase, of the Standard Broadcast Stations (including those under construction) in the United States, Canada, Cuba, Mexico, Alaska, Hawaii, Puerto Rico, (United States territories and possessions) Newfoundland, Bahamas, Bermuda and Dominican Republic.

INVALUABLE TO: Stations, Networks, Applicants for Licenses, Engineers, Legal Firms, Advertisers, Agencies, etc.

In 1947, when we first published "Standard Broadcast Allocation Maps," the industry immediately found it to be an indispensable working tool in Radio Engineering.

Since that time, almost a thousand stations have been added, making this second edition a *must*.

Based upon the largest active file of Directional Antenna patterns in the United States, this book gives you at a glance, the whole allocations picture of the 2500 standard band broadcast stations in the United States, Cuba, Mexico, Canada, Alaska, Hawaii, Puerto Rico, (United States territories and possessions) Newfoundland, Bahamas, Bermuda, and Dominican Republic.

It presents this information by frequencies—the most convenient and graphic form. Here are a few things this book does:

1. **Gives a rapid, preliminary answer to any allocation problem.**
2. **Enables the reader to evaluate the probable effect of pending applications.**
3. **Gives a clear working picture of conditions in any given channel.**
4. **Permits quick, pictorial evaluation of hard-to-visualize engineering reports.**
5. **Helps make preliminary studies of available facilities.**
6. **Provides ready reference to the relative merits of day and night assignments.**

This volume of 107 maps measuring 17" x 22", will be found indispensable to station and network operators; to applicants for broadcasting licenses; to engineering and legal firms serving the industry; to advertisers and agencies.

Order your copy from Mutual's Engineering Department. $45.00 the copy.

Published by The Engineering Department

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1440 Broadway, New York 18, N. Y.

Please send me _____ copies of "Standard Broadcast Allocation Maps" @ $45 each.

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COMPANY _____

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Feature of Week

(Continued from page 10)

likewise with its Saturday afternoon broadcast of the Philadelphia Symphony, a program occurring an hour and a half earlier than NBC's. Let it be recorded for what use posterity cares to make of it that CBS televised the Philadelphia orchestra on its television network from 5 to 6 p.m. March 20, and NBC televised the NBC symphony from 6:30 to 7:30 p.m. the same day.

Both telecasts occurred simultaneously with radio network broadcasts.

The CBS program, originating in Philadelphia, was on a "network" of two stations, WCAU-TV Philadelphia and WCBS-TV New York. Before the orchestra, under the direction of Eugene Ormandy, began its performance, William S. Paley, CBS chairman of the board, appeared on the televised show from New York.

"It is," said Mr. Paley in introducing the program, "the first time that a symphony orchestra will be televised, and the first time also that such a program will be brought to you by network television from another city."

Petrillo Is Present

The network involved in the NBC presentation of its symphony under the direction of Arturo Toscanini was larger than that of CBS. The program, originating at NBC studios in New York, was telecast by WNBT New York, WRGB Schenectady, WPTZ Philadelphia, WBAL-TV Baltimore and WNBW Washington and was seen in the studios of WBZ Boston, whose transmitter is not yet on the air.

The NBC presentation had one distinguishing feature—the presence in the studio of James C. Petrillo, president of the AFM. Mr. Petrillo was reported to have visited Mr. Toscanini's dressing room after the historic telecast to congratulate him.

Brig. Gen. David Sarnoff, president of RCA, appeared on the NBC telecast, hailing the advent of music on television as introducing a new era in entertainment and information.

Following the NBC symphony telecast, President Truman sent a congratulatory telegram to Mr. Toscanini.

On March 22, NBC claimed a different kind of "first" in musical television when it telecast, simultaneously with the regular radio broadcast, the *Voice of Firestone* (Mondays 8:30-9 p.m.).

This "first" was the first regular commercial program to be simultaneously telecast. Firestone Tire & Rubber Co., through its agency, Sweeny & James Co., Cleveland, purchased time on the NBC television network for the telecasting of the show. Whether the company would continue to sponsor the televising in addition to its regular AM broadcast was not known.

OPERATOR TICKETS *Three New Types Considered*

A MODIFIED proposal for the creation of three new commercial broadcast operators licenses was announced by FCC last Thursday and designated for oral argument before the Commission May 10 and 11.

The FCC proposal, designed to bring commercial operator examinations and licenses into line with technical progress, represents a modification of a rule proposed by the Commission Aug. 1, 1947 for establishment of three new classes, the lowest class to be known as the limited broadcast radio operator license, the intermediate as broadcast technician-operator, and the highest as broadcast engineer-operator. The provisions, if adopted, FCC officials said, would provide an appropriate means of transition from the existing to the new scheme of licenses.

Three new examination elements would be added to existing elements. They would deal with practical broadcast operation, technical and advanced broadcast theory and practice.

Authority contained in each new license was defined by the Commission as follows:

LIMITED BROADCAST OPERATOR LICENSE: Holders of this class of license may operate any standard broadcast station having a maximum licensed power of not more than 1 kw and not employing a directional antenna system, or any FM broadcast station having a maximum licensed effective radiated power of not more than 1 kw, or any remote pickup or ST broadcast station; provided, however, (1) that one or more holders of a radiotelephone first class operator license, broadcast technician operator license, or broadcast-engineer operator license, is regularly employed on a fulltime basis by that station, and (2) that holders of the limited broadcast operator license are prohibited from making any repairs or adjustments beyond the protective interlocks of the radio station transmitter, except in the presence and under the direction of a person holding one of the higher classes of licenses specified in sec. (1) this paragraph.

BROADCAST-TECHNICIAN OPERATOR LICENSE: Holders of this license may operate any class of broadcast station; provided, however, that (1) in the case of a standard broadcast station having a maximum licensed power in excess of 1 kw or using a directional antenna system or (2) in the case of an FM broadcast station having a maximum licensed effective radiated power in excess of 1 kw, or (3) in the case of an international, facsimile or television broadcast station, one or more holders of a broadcast engineer-operator license is regularly employed on a fulltime basis by that station.

BROADCAST-ENGINEER OPERATOR LICENSE: Holders of this class of license may operate any class of broadcast station.

Further examination would be waived for those holding the present forms of licenses upon presentation to the Commission of satisfactory evidence and of having had a specified amount of experience over a prescribed period of time.

A certain future date—not less than three years from creation of the new classes of license—would be set beyond which no license other than one in the new broadcaster operator group would be valid.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Business in Deadwood Good, KDSJ Reports

EDITOR, BROADCASTING:

Concerning new stations which do not seem to be making too much money at the present time, we come with a ray of hope.

KDSJ went on the air commercially July 16, 1947 and since that time KDSJ has not operated in the red but instead has consumed a liberal amount of black ink. Our station is 100% GI owned and operated and is practically without competition, partially because of bad electrical wiring in the Black Hills and also because of the mineral deposits which wreak havoc with the radio stations trying to enter from the outside .

We are an independent station . . . our accent has been on public service and sports broadcasts . . . we have carried an average of three to five football or basketball broadcasts per week during their respective seasons . . . time given for local service has created a friendliness between the listeners and the station which is paying off in sponsor goodwill.

In our opinion the greatest mistake a small station can make is trying to be a big time station and put on the dog. The people in a small town do not want a big time station because when they do they can listen to the network. . . .

We would be happy to answer any questions concerning our policies.

Truman H. Walrod
General Manager
KDSJ Deadwood, S. D.

* * *

Widespread Requests Received for Series

EDITOR, BROADCASTING:

Just a note to report the results of the yarn you did for us in January. To date we have added 89 stations and occasional inquiries are still being received. I think it particularly significant to point out that requests were received from Alaska, Honolulu and the Panama Canal Zone, and we are issuing the series to these remote points. So it is quite obvious that BROADCASTING is well read and digested throughout the trade. Thanks a million for the boost, and we can use about 50 more stations if you care to mention it. That would bring us up to a total of 600 outlets, which represents impressive coverage for a public service show.

W. H. Kimmell
Lieut. Commdr., USNR
Glendale, Ill.

Editor's Note: Commdr. Kimmell refers to a story about available navy discs.

Miss Edna Erickson
McCann Erickson Inc.
Chicago, Illinois.
Dear Edna:
What d'ya know . . . WCHS is one of three radio stations cited by the Variety 1947 Showmanship review for "Expanding Radio's Social Usefulness". Course, I didn't have as much to do with it as a couple other fella's round here . . . But, you know, Howard Chernoff, managing director of WCHS and Harry Brawley, former director of Public Affairs, they had more time fer sech things . . . they made broadcasts responcible for the Wes Virginia state legislature appropriatin' 6 million dollars fer the State University in 1947 . . . bigges appropriation ever . . . stopped lots o' professors from leavin' fer parts elsewhere naturly, with 5000 watts at 580, WCHS is the station with the power . . . now you can see jeswhat that power means in Charleston, West Virginia . . .

yrs. in CBS.
Algy.

WCHS
Charleston, W. Va

FCC Actions

(Continued from page 89)

Applications Cont.:

TENDERED FOR FILING

AM—1220 kc

E. M. McElroy and J. E. Reynolds d/b as Magic City Bcstg. Co., Birmingham, Ala.—CP new standard station 1220 kc 1 kw D.

AM—1510 kc

Reub Williams & Sons Inc., Warsaw, Ind.—CP new standard station 1510 kc 1 kw D.

AM—1540 kc

James H. Furns, Monroe, Mich.—CP new standard station 1540 kc, 250 w D.

TV—76-82 mc

Central Bcstg. Co., Davenport, Iowa—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. and aur. 22.9 kw.

TV—210-216 mc

Copper City Bcstg. Corp., Utica, N. Y.—CP new commercial television station on Channel 13, 210-216 mc ERP vis. 15 kw, aur. 11.3 kw.

TV—192-198 mc

Larus & Bro. Co. Inc., Richmond, Va.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 23.5 kw, aur. 11.75 kw.

March 24 Decisions . . .

BY THE COMMISSION

Petition Denied

WCNT Centralia, Ill.—Denied petition for review directed against denial by Motions Commissioner on March 12 of request for special temporary authority to operate station WCNT after sunset March 12, 18, 19 and 20. Action taken March 19.

Investigation Authorized

Upon consideration of complaint and associated documents filed by Radio News Club of Hollywood, Calif., against G. A. Richards, president of KMPC Los Angeles, concerning broadcasting of news over that station, Commission on March 19 authorized investigation of matter covered by complaint with respect to operations of stations KMPC Los Angeles, WJR Detroit and WGAR Cleveland.

BY COMMISSIONER JONES

Petition Granted

Radio Modesto Inc., Modesto, Calif.—Granted petition for extension of time in which to file proposed findings in re proceedings in Dockets 7830, 8353, and time was extended to April 23.

Hearing Scheduled

WPAB Ponce, P. R.—Scheduled hearing on application for renewal of license for May 5.

Hearing Continued

Continued consolidated hearing in re KGO San Francisco et al from April 5 to June 14.

BY COMMISSION EN BANC

FM Authorizations

Authorized cond. grants for two Class A and one Class B FM stations; issued CPs for five Class A and ten Class B FM outlets and authorized in lieu of previous cond. CPs for two Class A and ten Class B stations. (See story this issue.)

Petition Dismissed

Fulton County Bcstg. Corp., Atlanta, Ga.—Dismissed as moot petition directed against Commission's action of Sept. 11, 1947, cond. granting FM application of DeKalb Bcstg. Co., Decatur, Ga.

TV Waiver Extended

Pending consideration of petition by Television Bcstrs. Assn. to provide different basis for determining number of hours of service which television stations should render, Commission continued waiver of Sec. 3.661(a) of rules until June 30. Rule provides minimum of two hours of TV service per day and not less than 28 hours per week and has been waived at three-month intervals since adoption.

March 24 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

Faulkner County Bcstg. Co., Conway, Ark.—CP new standard station 1230 kc 250 w unl.

License for CP

WAVU Albertville, Ala.—License to cover CP new standard station.

KCRA Sacramento, Calif.—License to cover CP change frequency etc.

AM—970 kc

Lincoln Bcstg. Co., Springfield, Ill.—CP new standard station 970 kc 1 kw DA-2 unl. AMENDED to change type trans.

AM—1130 kc

WCAR Pontiac, Mich.—CP change power and hours from 1 kw D to 50 kw unl, install DA-DN (2). AMENDED to change power to 10 kw-N 50 kw-D, change DA (1130 kc).

Modification of License

WGLN Glen Falls, N. Y.—Mod. license to increase power from 100 w DN to 250 w DN. AMENDED to request CP to change frequency from 1230 kc to 1280 kc, change power to 1 kw DA-DN.

Modification of CP

Northwestern Ohio Bcstg. Corp., Lima, Ohio—Mod. CP new standard station, to change DA-DN to DA-N and for extension of commencement and completion dates.

WTWS Clearfield, Pa.—Mod. CP new standard station for extension of completion date.

KSDN Aberdeen, S. D.—Same.

AM—1240 kc

Metropolitan Bcstg. Co., Alamo Heights, Tex.—CP new standard station 1240 kc 250 w unl. Contingent upon KMAC being granted change of facilities.

License for CP

KHBR Hillsboro, Tex.—License to cover CP new standard station.

Modification of CP

WDEV Waterbury, Vt.—Mod. CP change hours etc., for extension of completion date.

KRFM Fresno, Calif.—Mod. CP new FM station to change ERP from 69.8 kw to 70 kw, increase ant. height above average terrain from 1850 to 1925 ft.

License for CP

WCNB-FM Connersville, Ind.—License to cover CP new FM station.

Modification of CP

WGBX-FM Springfield, Mo.—Mod. CP new FM station for extension of completion date.

License for CP

WDOS-FM Oneonta, N. Y.—License to cover CP which authorized new FM station.

Modification of CP

KOCY-FM Oklahoma City—Mod. CP new FM station for extension of completion date.

WJHL-FM Johnson City, Tenn.—Same.

WARL-FM Arlington, Va.—Mod. CP new FM station to change Class from A to B, frequency from 105.5 mc to 105.9 mc, specify ERP of 13.7 kw, ant. height above average terrain 345.5 ft.

WRNL-FM Richmond, Va.—Mod. CP new FM station to change ERP from 43.7 kw to 50 kw, decrease ant. height above average terrain from 430 ft. to 357 ft. 9 in.

WHTN-FM Huntington, W. Va.—Mod. CP new FM station for extension of completion date.

TV—82-88 mc

Don Lee Bcstg. System, La Jolla, Calif.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 20 kw, aur. 10 kw unl.

Modification of CP

WBEZ Chicago—Mod. CP new noncommercial educational FM station for extension of completion date.

License Renewal

Applications for renewal of standard broadcast license filed by: WINS New York and WTOD Toledo, Ohio.

TENDERED FOR FILING

Modification of CP

KPDR Alexandria, La.—Mod. CP change power from 500 w-N 1 kw-D to 1 kw DN and make changes in DA-N (970 kc).

TV—66-72 mc

Donroy Bcstg. Co., Fresno, Calif.—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 15 kw, aur. 7.5 kw.

TV—174-180 mc

Beck Studios Inc., Minneapolis—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 18.0 kw, aur. 9.0 kw.

TV—82-88 mc

George E. Cameron Jr., Tulsa, Okla.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 16.55 kw, aur. 8.53 kw.

TV—192-198 mc

Hearst Radio Inc., Milwaukee—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 30 kw, aur. 16 kw.

March 25 Decisions . . .

BY COMMISSION EN BANC

Operator Licenses

Proposed further rule looking to establishment of three additional classes of broadcast operator licenses; Limited Broadcast Operator, Broadcast Technician Operator and Broadcast Engineer Operator. Hearing is scheduled May 10.

Petition Granted

WBNX New York—Adopted order granting petition for reconsideration and grant without hearing of application for renewal of license for the period ending Nov. 1, 1950.

Transfer of Control

WIMS Michigan City, Ind.—Granted consent to voluntary transfer of control over Northern Indiana Bcstrs. Inc. from present stockholders, none of whom controls majority, to one of stockholders, O. E. Richardson, which will give him total of 2,040 sh., or 51% of 4000 sh. outstanding stock of licensee.

Assignment of CP

KOWL Santa Monica, Calif.—Granted consent to assignment of CP from Arthur H. Croghan to KOWL Inc., corporation in which he and Gene Autry will each have 50% interest, Autry to acquire his interest for $80,000.

Assignment of License

WMJM Cordele, Ga.—Granted voluntary assignment of license of station WMJM from Cordele Dispatch Pub. Co. Inc. to James S. Rivers tr/as Southeastern Bcstg. System.

Transfer of Control

WTTM WTTM-FM Trenton, N. J.—Granted voluntary transfer of control of Trent Broadcast Corp., licensee of AM station WTTM and permittee of FM station WTTM-FM, from Elmo H. Wene to S. Carl Mark, for sum of $165,000, representing 50% or 490 sh.

FM—107.5 mc

Louise C. Carlson, New Orleans.—Authorized cond. grant for Class B FM station; proposed Channel 298, 107.5 mc, subject to further review and approval of engineering cond.

FM—97.9 mc

Maranatha Bcstg. Co. Inc., Los Angeles—Authorized cond. grant for Class B FM station; proposed Channel 250, 97.9 mc, subject to further review and approval of engineering details.

AM—1580 kc

Weldon Lawson, Sequin, Tex.—Granted CP new station 1580 kc 250 w D; engineering cond.

AM—1230 kc

Hill City Bcstg. Corp., Lynchburg, Va.—Granted CP new station 1230 kc 250 w unl. subject to approval of proposed trans. site and ant. system by CAA, and further, provided that no operation occurs until WLVA cease operation on 1230 kc.

AM—1450 kc

Rockbridge Bcstg. Corp., Lexington, Va.—Granted CP new station 1450 kc 250 w unl.; engineering cond.

AM—1240 kc

WROV Roanoke, Va.—Granted CP change frequency from 1490 to 1240 kc, provided no operation be commenced until WSLS Roanoke cease operation on 1240 kc and changes to 610 kc in conformity with CP granted.

Hearing Designated

WTPS New Orleans—Designated for hearing application to change power and hours from 1 kw-D to 500 w-N 1 kw-LS unl. and install DA-N (940 kc).

AM—1290 kc

KITO San Bernardino, Calif.—Granted CP increase power from 1 to 5 kw, change type trans., and make changes in DA, provided applicant satisfies all legitimate complaints of blanketing interference occurring within 250 mv/m contours.

Modification of CP

WBEL Beloit, Wis.—Granted mod. CP to change type trans. and for approval of ant. and trans. location, and specify studio location.

Petition Denied

Mrs. Pearl M. Patrick and Grayden L. Newman, Birmingham, Ala.—Adopted order denying petition for reinstatement of CP granted Nov. 14, 1946, to General Bcstg. Co. for new AM station in Birmingham.

Petition Granted

The Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.—Adopted order granting petition requesting that its application for new station be designated for hearing with application of Kansas City Bcstg. Co. Inc., Kansas City, because of prohibitive interference; de-

KFMB sells SAN DIEGO ...better than ever!

Now 1000 watts on 550 kc

Remember! More power means more sales to more people . . .

K F M B

* Now operating KFMB-FM

BASIC AMERICAN NETWORK (Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO

K N O W

The Most Listened-to Station in AUSTIN

Morning, Afternoon and Night

AMERICAN BROADCASTING COMPANY ● TEXAS STATE NETWORK

WEED & COMPANY, National Representatives

signated said application in consolidated proceeding.

Petition Denied

Huntington Bcstg. Inc., Huntington, Ind.—Adopted memorandum opinion and order denying petition requesting waiver of Commission's rules, acceptance of application for new station, and consolidation in hearing heretofore held on applications of Logansport Bcstg. Corp., Logansport, Ind. and Kosciusko Bcstg. Corp., Warsaw, Ind.; dismissed said application of Huntington Bcstg. Inc. without prejudice so its being refiled after decision is rendered by Commission with respect to applications of Logansport and Kosciusko, or otherwise disposed of; further ordered that petition of Logansport Bcstg. Corp. to dismiss application of Huntington Bcstg. Inc. be dismissed as moot.

License Revoked

KICD Spencer, Iowa—Ordered license be revoked effective April 15. Written application may be made to Commission on or before April 15 for hearing upon this order, and upon filing af such written application, order of revocation shall stand suspended until conclusion of said hearing.

Hearings Before FCC . . .

MARCH 29

AM—Further Hearing

The Mt. Vernon Bcstg. Co., Mt. Vernon, Ohio—CP 1340 kc 250 w unl.

Mound Bcstg. Corp., Newark, Ohio—Same.

Beer & Koehl, Ashland, Ohio—Same.

The Zanesville Bcstg. Co., Zanesville, Ohio—Same.

Intervenors: Radio Voice of Springfield Inc.; WADC Akron, Ohio, and WIZE Springfield, Ohio.

AM—Hearing

WWBZ Vineland, N. J.—CP 1360 kc 1 kw DA-N unl.

AM—Hearing

KNOE Monroe, La.—Mod. CP 1390 kc 5 kw DA-N unl.

Model City Bcstg. Co. Inc., Anniston, Ala.—CP 1390 kc 1 kw DA-N unl.

FM—Hearing

WFSS Coram, N. Y.—For mod. FM facilities.

To be held in Community Club House at Coram, N. Y.

MARCH 29-30

(At Washington, D. C. before the Commission en banc in Room 6121 10 a.m.)

AM—Hearing

Before Commission en banc

WOOD King-Trendle Bcstg. Corp. (licensee), Grandwood Bcstg. Co. (assignee), Grand Rapids, Mich.—Voluntary assignment of license.

WOOD King-Trendle Bcstg. Corp. (licensee) Liberty Bcstg. Inc. (assignee), Grand Rapids, Mich.—Voluntary assignment of license.

Interventor pending: Smith Davis Corp.

MARCH 30

AM—Hearing

Dr. Francisco A. Marquez, Aguadilla, P.R.—CP 550 kc 1 kw unl.

Jacinto Sugranes, Ponce, P.R.—CP 550 kc 1 kw-N 5 kw-D unl.

AM—Hearing

Foundation Co. of Washington, Washington, D. C.—CP 580 kc 5 kw unl. DA.

Party respondent: WQQW Washington; Intervenor: WHP Harrisburg, Pa., WIAC San Juan, P.R.

TV—Further Hearing

United Detroit Theatres Corp., Detroit—For television facilities.

WJR The Goodwill Station Inc., Detroit—Same.

FM—Further Hearing

Inter-City Bcstg. Co., Providence, R. I.—For FM facilities.

R. I. Bcstg. Co., Providence, R. I.—Same.

AM—Further Hearing

WFCI Pawtucket, R. I.—Mod. license 1420 kc 5 kw unl DA-DN.

MARCH 31

AM—Hearing

Charles Wilbur Lamar Jr., Morgan City, La.—CP 1450 kc 100 w unl.

AM—Further Hearing

Viking Bcstg. Co., Newport, R. I.—CP 980 kc 500 w D.

Northeast Radio Inc., Lawrence, Mass.—CP 980 kc 1 kw D.

WBET Brockton, Mass.—CP 990 kc 1 kw D.

AM—Hearing

The Four States Bcstg. Co. Inc., Hagerstown, Md.—CP 860 kc 1 kw D.

AM—Hearing

KWTO Springfield, Mo.—CP 560 kc 5 kw unl. DA-N.

Parties respondent: WIND Chicago; KFDM Beaumont, Tex., and KLZ Denver.

AM—Hearing

KXRO Aberdeen, Wash.—CP 1320 kc 1 kw DA-N unl.

AM—Hearing

Blackhawk Bcstg. Co., Sterling, Ill.—CP 1240 kc 250 w unl.

WTAX Springfield, Ill.—Same.

Parties respondent: WSBC Chicago; WEDC Chicago; WCRW Chicago; WQUA Moline, Ill.; KIBZ Ottumwa, Iowa, KWLC Decorah, Iowa; KDEC Dubuque, Iowa; WIBU Poynette, Wis.; WHBF Rock Island, Ill.; WJBC Bloomington, Ill.; KFMO Cape Girardiau, Mo.; WEBQ Harrisburg, Ill., and KWOS Jefferson City, Mo.

APRIL 1

AM—Further Hearing

UAW-CIO Bcstg. Corp. of Michigan, Detroit—CP 680 kc 250 w D.

WCAR Detroit—CP 1130 kc 10 kw DA (DA-2) unl.

Party respondent: WNEW New York.

AM—Further Hearing

WMMJ Peoria, Ill.—CP 970 kc 1 kw DA (DA-2) unl.

Grain Country Bcstg. Co. Inc., Peru, Ill.—CP 980 kc 500 w-N 1 kw-D DA (DA-2) unl.

Public Bcstg. Service Inc., Enid, Okla.—CP 960 kc 1 kw DA (DA-1) unl.

KAKC Tulsa, Okla.—CP 970 kc 1 kw DA unl.

WBBZ Ponca City, Okla.—CP 960 kc 1 kw DA (DA-2) unl.

Lincoln Bcstg. Co., Springfield, Ill.—CP 970 kc DA (DA-2) 1 kw unl.

Intervenors: KMA Shenandoah, Iowa, and KOVO Provo, Utah.

AM—Hearing

Rochester Bcstg. Co., Rochester, Minn.—CP 970 kc 1 kw-N 500 w-D unl.

Party respondent: WHA Madison, Wis.

AM—Hearing

WTOM Bloomington, Ind.—Mod. CP 1490 kc 250 w unl.

Parties respondent: WKBV Richmond, Ind., and WOMI Owensboro, Ky.

TV—Further Hearing

Daily News Television Co., Philadelphia—For television facilities.

Pennsylvania Bcstg. Co., Philadelphia—Same.

AM—Hearing

Frequency Bcstg. System Inc., Shreveport, La.—CP 1050 kc 250 w D.

AM—Hearing

Scott County Bcstg. Co., Sikeston, Mo.—CP 1230 kc 250 w unl.

Party respondent: KBTM Jonesboro, Ark.

AM—Hearing

KRGV Weslaco, Tex.—CP 1290 kc 5 kw unl. DA-DN.

Mid-County Bcstg. Co., Port Neches, Tex.—CP 1290 kc 500 w D.

TV—Hearing

Louis G. Baltimore, Wilkes-Barre, Pa.—For television facilities.

Wyoming Valley Bcstg. Co., Wilkes-Barre, Pa.—Same.

To be held in courtroom, P. O. Bldg., Wilkes-Barre.

AM—Hearing

Kansas City Bcstg. and Television Co., Kansas City—CP 1380 kc 5 kw D.

To be held in Room 426, U. S. Court House, Kansas City.

APRIL 2

AM—Hearing

Parish Bcstg. Corp., Minden, La.—CP 1240 kc 250 w unl.

Party respondent: KOCA Kilgore, Tex

AM—Hearing

WLOE Leaksville, N. C.—Mod. license 1490 kc 250 w unl.

Parties respondent: WROV Roanoke, Va.; WBIG Greensboro, N. C., and WSSB Durham, N. C.

AM—Hearing

Western Washington Bcstg. Co., Puyallup, Wash.—CP 630 kc 250 w D.

MARCH 30

TV—Hearing

WHP Inc., Harrisburg, Pa.—For television facilities.

Harold O. Bishop, Harrisburg, Pa.—Same.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,622 licensed, 348 construction permits, 281 applications in pending file, 342 applications in hearing; FM—103 licensed, 158 conditional grants, 757 CPs (of which 340 are on air under special temporary authority) 65 applications pending, 58 applications in hearing; television—seven licensed, 86 CPs (of which 13 are on air), 179 applications pending of which 101 are in hearing.

AM GRANTS

Authorizations for 3 New Local Outlets

AUTHORIZATIONS for three new local standard stations and improved assignments for two existing outlets were approved last week by FCC.

WROV Roanoke, Va., was granted change in frequency from 1490 kc to 1240 kc and KITO San Bernardino, Calif., was granted power increase on 1290 kc from 1 kw to 5 kw. WROV operating power is 250 w. Both are fulltime outlets. WROV will switch to 1240 kc when WSLS Roanoke moves to 610 kc.

The new station authorizations and their respective ownerships:

Lexington, Va.—Rockbridge Broadcasting Corp., 1450 kc, 250 w, unlimited. Corporation: Marshall L. Wilmer, engineer with electronics division, Bureau of Ships, Washington, president and 20% owner; Mason C. Deaver, in public relations for James Lees & Sons, Glascow, Va., first vice president 14.3%; Thomas A. Scott, in radio and electronics while in armed forces, second vice president 14.3%; Henry L. Ravenhorst, architect, secretary-treasurer 14.3%; Charles H. Davidson Jr., attorney, third vice president 13.3%, and John S. Fletcher, retired Marine Corps brigadier general, 6.667%.

Lynchburg, Va.—Hill City Broadcasting Corp., 1230 kc, 250 w, unlimited. No operation before WLVA Lynchburg ceases operation on this frequency. Corporation: Wilmer C. Blair, president and 30%, and J. James Wood, vice president 30%, both associated in food brokerage business; Robert L. Williams, onetime WLVA engineer now employed by Appalachian Electric Power Co., secretary 15%; Joseph F. Wright Jr., commercial manager of WLVA, treasurer 15%; Bernard C. Baldwin Jr., attorney, 5%; and Layton C. Acree Jr., real estate dealer, 5%.

Sequin, Tex.—Weldon Lawson, 1580 kc, 250 w, daytime. Mr. Lawson is a local auto dealer.

The Commission last week also denied a petition by Mrs. Pearl M. Patrick and Graydon L. Newman, remaining partners of General Broadcasting Co., seeking reinstatement of lapsed construction permit for WJME Birmingham, Ala. The CP, for 1 kw daytime on 780 kc, originally had been granted by FCC in November 1946. William J. Edwards retired from the partnership after the CP had been deleted. FCC in denying the petition stated the applicant was no longer the same organization.

WJHP
POWER
PROMOTION
PROGRAMMING
PAYS OFF!

IN JACKSONVILLE, FLORIDA
. . . the fast-growing area serving
North Florida and Southern Georgia

5000 WATTS FULL TIME

Represented Nationally by
JOHN H. PERRY ASSOCIATES

NEW YORK · CHICAGO · PHILADELPHIA
DETROIT · ATLANTA

CBS, Durr Cited By N. Y. Guild Unit

3 New York City Independents Also Are Honored

CLIFFORD DURR, CBS, and three independent New York stations were cited by the New York chapter of the American Newspaper Guild when the group announced its annual Page One Awards on March 24.

Mr. Durr

Mr. Durr, member of FCC, was honored for his "able fight for the public's interest within the Commission."

The other citations were: CBS, for its "two distinguished programs," *CBS Views the Press* and *CBS Is There;* WMCA, for its series on housing; WNYC, for its "thorough coverage of United Nations and generally adult presentation of music and features"; and WHLI, for its "unique coverage of local news through its own news bureau, and its devotion to the interest of the area which it serves."

Formal presentation of the awards is set for the Front Page Ball on May 5 at the Manhattan Center, New York.

Upcoming

April 5: Hearings on Johnson Bill (S-2231) before Senate Interstate & Foreign Commerce Committee, Senate Office Bldg., Washington.
April 7-9: AAAA Annual Meeting, Cavalier Hotel, Virginia Beach, Va.
April 9: AWB Special Meeting with NAB officials, NAB Hdqrs., Washington.
April 12-14: ANA Spring Meeting, Drake Hotel, Chicago.
April 13: Hearings on Uniform Time Bills (S-2041 and S-2226) before Senate Interstate Commerce Subcommittee, Capitol Hearing Room, Washington.
April 21: Hearings on Liquor Advertising Bills (S-265, S-2352, S-2365) before Senate Interstate Commerce, Senate Office Bldg., Washington.
April 26-28: IRE-RMA Spring Meeting, Syracuse Hotel, Syracuse, N. Y.
April 28-30: AIEE North Eastern District Meeting, New Haven, Conn.
April 30-May 3: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 5-6: FMA Region 4, Statler Hotel, Washington.
May 17-21: NAB Convention, Hotel Biltmore, Los Angeles, Calif.

FC&B Resigns Luckies

(*Continued from page 13*)

myself and the advertising agency the company had retained for many years."

At the end of 1946, Mr. Hill said, Lucky Strike domestic production was at an all-time peak, 103 billion cigarettes, and 13½ billion ahead of its nearest competitor. But in 1947 Lucky Strike production dropped to 102 billion units while its nearest competitors rose sharply, "leaving Luckies in first place by the slim margin of 1½ billion units," Mr. Hill said.

"To me it is clear," said Mr. Hill, "that Lucky Strike advertising must be made more effective than it is if Lucky Strike is to continue to hold the sales leadership which it has held in the past . . . the lack of effectiveness comes, in my opinion, from the executive direction of the company."

Meade Also Resigns

Everard Meade, who was named to succeed Mr. Hill just two days previously, also resigned from the company. Although he did not announce his reasons for resigning, it was understood that his departure was connected with Mr. Hill's.

Although neither Mr. Hill in his statement nor Mr. Foote in his news conference named names in discussing the executives with whom they disagreed at American Tobacco, it appeared plain that Vincent Riggio, successor to the elder Hill, as president, was the individual with whom the controversy centered.

Mr. Foote was asked if Mr. Riggio exercised as much control over advertising as did the elder Hill. His answer was affirmative.

The late Mr. Hill, a hard-driving salesman, had personally directed much of the company's advertising. At the time of Mr. Riggio's succession it was believed that he would follow the hyperthyroid pattern established by his predecessor.

Indeed his selection as president was based at least in part on his 40-year association with Mr. Hill. Mr. Riggio, vice president of sales, was described by one advertising man who was long familiar with American Tobacco as "the next best salesman in the company," meaning he was second only to the master salesman, Mr. Hill.

American Tobacco Co. products represented by Foote, Cone & Belding were Lucky Strike, Pall Mall and Kensitas, the last a cigarette marketed in England.

The American Tobacco billing, about $12,000,000 annually, about 60% of which was spent in radio, represented nearly half of the total billing handled by Foote, Cone & Belding's New York office, Mr. Foote said.

The resignation of the account "means probably that the New York office will run in the red for a while," Mr. Foote admitted. He said, however, that the office had "no immediate plans for retrenchment."

Of the 1,010 Foote, Cone & Belding employees, about 200 have been "doing something" on the American Tobacco account, the agency president disclosed. The possible jeopardizing of some of these jobs, said Mr. Foote, had caused him to give grave consideration to the decision as to whether to resign the account.

He said that because of his concern over this problem he had offered his own resignation to the firm in order to permit the company to keep the client. His offer, however, was turned down by the partners, Fairfax M. Cone and Don Belding.

'Voluntary' Decision

Mr. Foote said he wished to make it clear that the Foote, Cone & Belding decision to drop its biggest client was "voluntary and without the threat or expectation of losing the account."

In a short statement issued simultaneously with Mr. Foote's press conference, the American Tobacco Co. said the resignation of the agency "is confirmed." The action will have "no effect on the company's current advertising schedules," the announcement said.

Since the death of the elder Mr. Hill, Sept. 13, 1946, observers have noted that the quality of American Tobacco commercials and radio programs had toned down from the repetitive, blood-pumping pace that Mr. Hill insisted on.

It was Mr. Hill who was credited largely with popularizing the smoking of cigarettes among women (thus doubling the size of his sales) by means of his "Reach for a Lucky Instead of a Sweet" campaign which was forced to only slight abbreviation later by a Federal Trade Commission warning.

Candy interests arrayed themselves against this campaign in such force that, with the support of the FTC, the slogan was shortened to "Reach for a Lucky Instead."

Under Mr. Hill's regime, the *Lucky Strike Hit Parade* was a jumble of music played at faster-than-march time, a tempo which Mr. Hill was said to have judged by watching the foot tapping of an elderly aunt as she listened to the program.

Since his death, the program has occasionally tempered its tune.

Until last week the invention of the tobacco auctioneer and the "Lucky Strike Means Fine Tobacco" campaigns had been charged to the elder Hill, but his son, in announcing his resignation from the firm which assertedly no longer followed his advertising theories, claimed he originated them.

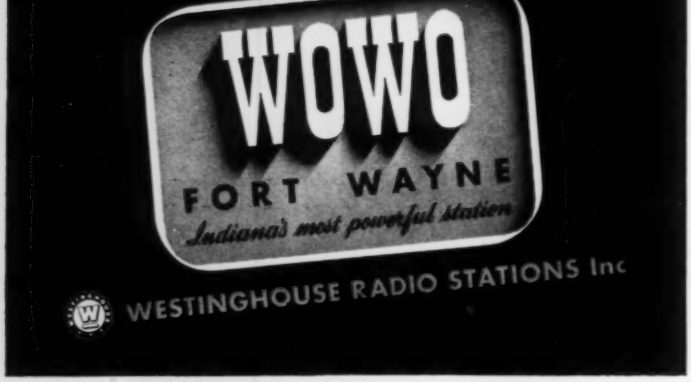
With Men Who Know

EMERSON FOOTE, a man who ought to know tobacco best, last week lighted a cigarette before announcing at a news conference that his agency had quit its lush American Tobacco Co. account. The cigarette was a Lucky.

Actions of Durr, Wife Are Noted By Rep. Cox

THE NAMES of FCC Comr. Clifford J. Durr and his wife were drawn into discussion of President Truman's civil rights program on the floor of the House last Tuesday by Rep. Eugene E. Cox (D-Ga.), chairman of the Select Committee which handled the 1943 investigation of the FCC.

Rep. Cox said "Mrs. Durr, wife of Clifford J. Durr, a member of the FCC, has an unenviable record of Communist affiliation and association in her own right," and that "even her honored husband quite recently, when before an appropriations committee, exhibited much reluctance when asked about the aims and purposes of Communists in the U. S."



EXPERIENCED

RADIO EXECUTIVE

Here is a man who can furnish recommendations from key executives in the radio industry! He has had 16 years of top experience in every phase of commercial radio — management, personnel, sales, programming, promotion and public relations.

He is available for an immediate position as station manager, assistant manager or commercial manager.

For complete details, write

BOX 58, BROADCASTING

WITH-FM TO TRANSMIT LOCAL FACSIMILE SHOW

A PUBLIC demonstration of newly-perfected facsimile transmission and recording equipment will be broadcast over WITH-FM Baltimore in cooperation with the Baltimore *News-Post* April 7.

Special facsimile editions will be prepared daily by the *News-Post* staff at the Hotel Emerson, following the initial broadcast demonstration there at noon next Wednesday.

Recording sets, in the hotel, schools and hospitals, will employ a special chemically-treated paper which is not photographic or light sensitive on which facsimile reading matter and illustrations will be reproduced on a continuous roll. The equipment, embodying newly-perfected technical refinements, will be capable of high fidelity reproduction of pictures and text at a rate of more than 3 inches a minute, it was revealed.

The broadcast is a feature of the Baltimore Advertising Club meeting, which will be highlighted by an address by John V. L. Hogan, facsimile inventor.

Safety Council Appoints Four Members in Radio

FOUR radio figures have accepted invitations to serve on the public safety education committee of the National Safety Council, it was announced Wednesday by Edwin S. Smith, committee chairman.

They are Robert Brown, program director of NBC Western Division; Bruce Dennis, director of news, publicity and special events for WGN Chicago; C. C. Moore, program manager of KOA Denver, and William Ray, news and special events director of NBC Central Division. In addition, David Baylor, general manager of WJMO Cleveland, who previously has served, will remain on the committee. Three newspapermen also accepted similar invitations.

Council Representatives on the committe include Dan Thompson, NSC director of radio.

WANT A SALESMANAGER?

I have one for you. My station doubled its local sales volume in six months. Now I want to double our sales again, and my salesmanager and I disagree on strategy, so he's leaving. If you need him, write me and I'll tell you all about him. He's a topnotch man. *Write*

Station Manager,

Box 61, Broadcasting

'VOICE' JAMMED

Interference Reports True, Says State

STATE DEPT., after repeated denials the past few months of any interference to "Voice of America" broadcasts, admitted last week that our transmissions to eastern Russia and the Orient were being jammed and revealed that Ambassador Walter Bedell Smith in Moscow had been instructed to ask the USSR to take "effective remedial measures."

The State Dept. admission came after American Occupation Headquarters in Tokyo confirmed reports that mysterious transmitters for the past three weeks have been blacking out broadcasts from America's powerful new relay station in Manila. It was not indicated whether the jamming transmitters have been located.

It was suspected that some of the interference may come from ships at sea, in view of its thoroughness and the number of transmitters used. American direction finders on land and sea were said to be searching for the sources of the disturbance.

It was not made clear whether the jamming was done to keep Far Eastern listeners from getting the information or whether the objection was to the use of certain frequencies which the "Voice" employs.

Much Capitol Discussion

The "Voice of America" was in the news on Capitol Hill also last week as Secretary of State George C. Marshall and Charles E. Bohlen, department counselor, answered a barrage of questions on the subject from members of the Senate Appropriations Committee.

Sen. Joseph Ball (R-Minn.) wanted to know about reports that people abroad weren't listening to shortwave broadcasts but preferred standard instead. Mr. Bohlen said there was evidence that the "Voice" was widely listened to in eastern Europe and Secretary Marshall backed him up, adding that U. S. Ambassador to Russia Walter Bedell Smith has stated that the programs are very important in their effect on Russia.

Mr. Bohlen said, in answer to a question, that only a few receiving sets in clubs and public squares were fixed to tune in certain frequencies and that a great many of the sets can tune in our programs. He said it would not be practical for the Russians to build sets with some channels left out since they transmit on those channels themselves.

Sen. Styles Bridges (R-N.H.) injected a political note, saying that he was not going to appropriate money "to publicize Henry Wallace and his efforts to depreciate American foreign policy." Secretary Marshall replied that he didn't enjoy the criticism of either and Mr. Bohlen added that the Department is watching news of Mr. Wallace carefully.

Secretary Marshall was backed up by Sen. Pat McCarran (D-Nev.) who said he would rather see the shortwave program extended than given up.

Penetrates 'Iron Curtain'

In the House, meanwhile, Rep. Karl E. Mundt (R-S. D.), coauthor of the Smith-Mundt Bill, cited evidence that the "Voice" was effectively penetrating Russia's "Iron Curtain" and declared that "Congress should appropriate more rather than less money for this important program if we are to win this cold war without letting it degenerate into a hot war of shooting and killing."

Mr. Mundt inserted in the record a letter written by Rabbi Karl Richter of Sioux Fall, S. D., to the *Sioux Falls Argus Leader*. The letter discussed an eyewitness account by Hans Habe in the Palestinian newspaper *Jedioth Chadaschoth* of the effect of "Voice" broadcasts on the people of eastern Europe.

Mr. Habe tells about a poll which he conducted in the various countries to learn more about the number of people who listen regularly to the "Voice." The results, he says, exceeded all his expectations and "would undoubtedly surprise the members of Congress who are not too keen about appropriating funds for this program."

Although it is impossible to determine the exact number of listeners, he says, insiders estimate the number is at least as high as those who secretly listened to BBC during the war. "There is no broadcast," says Mr. Habe, "which is not being discussed in the coffee houses and restaurants of Budapest, Bucharest, Sofia and Warsaw within 24 hours."

CONSTRUCTION of a new utility boat for the CBS "Navy" has been announced. The 38-foot, Diesel-powered vessel will operate between the CBS shore installation at New Rochelle, N. Y., and Columbia Island, site of WCBS New York transmitter. It will replace one of two launches now used by crews servicing the transmitter, CBS said.

LADIES FAIR are this pair who manage KPUG Bellingham, Wash. Station recently went on air as MBS-Don Lee affiliate (1 kw fulltime on 1170 kc). Owner is Jessica L. Longston (l), president, while Vicki Zaser (seated) is executive vice president and general manager. In fact, station is owned and operated by three women. Mrs. A. T. Brownlow, third member of the trio, is not pictured.

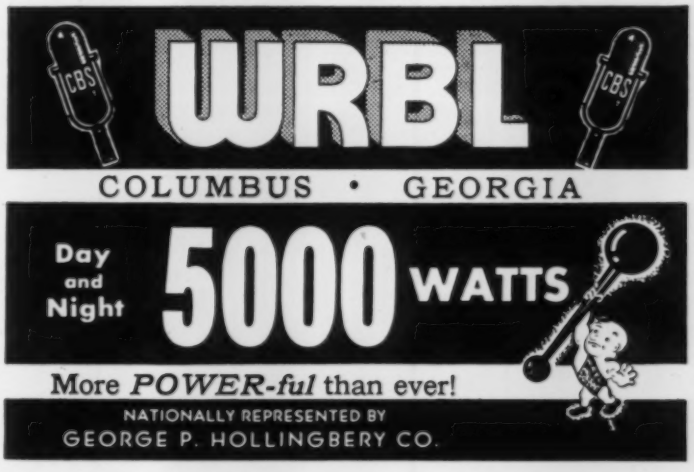
New Transcribed Series Features Adm. Zacharias

ED HART & ASSOC., Washington radio production firm, has announced availability for local sponsorship of a new transcribed series featuring Adm. E. M. Zacharias, USN (Ret.).

Adm. Zacharias was a wartime Director of Naval Intelligence and is the author of the best seller, *Secret Missions*, but he gained probably the widest fame for his one man psychological radio warfare against the Japanese. His new series will be titled *World Intelligence Report*.

Young Released

CONTRACT release was granted Alan Young last week by Texaco enabling comedian to deal elsewhere for his services. Split is understood to have resulted from dissatisfaction over the limited time within the half hour comedy musical for Mr. Young to demonstrate his talents. Sponsor through Kudner Agency, sought to emphasize music and release was granted effective immediately.



Music Problems

(*Continued from page 14*)

scheduled in New York this week. They will report back to the IMC Executive Committee later on their problems and what they believe the committee should do for them.

Network officials take the position that the new contracts meet nearly all of the original network demands submitted last December. These included duplication on FM; sound and equitable wage settlement; lifting of the TV ban; interchange of staff orchestras among AM, FM and TV with freedom of duplication; music on co-op shows, and rebroadcasts.

The original Petrillo demands included increased studio employment in New York, Los Angeles and Chicago; AFM to get pancake turners at m&o stations; substantial wage increases; employment by network affiliates of the same number of musicians hired before the Taft-Hartley Act. None of these points was agreed to by the networks.

The network executives contended the guaranteed employment clause could not be labeled a powerful concession to AFM since they are paying the same wages and hiring the same number of musicians. Furthermore, they point out they have granted only one wage hike to musicians in several years though other unions in the broadcast field have had a number of increases.

Position of recorders may be made clear after this week's meeting. Some of the companies have indicated they aren't concerned about a settlement because of their huge backlogs of masters, but at the same time it is felt they would be quick to agree to a satisfactory settlement.

The FM Assn. survey of duplication of AM network programs drew 302 replies, according to Bill Bailey, FMA executive director. The survey was conducted in late February, after FM stations had been duplicating more than three weeks.

The replies showed that 134 responding stations operated AM and FM outlets, with 39 being independent FM and 32 FM-AM stations with no network affiliation. Eighty-eight are not yet on the air and nine failed to answer any questions.

Eighty-four per cent of the 134 AM-FM operations with network affiliation are duplicating, according to Mr. Bailey, with 16% not duplicating; 44% said yes, 49% no when asked if they carry on FM the full network option schedule carried on their AM outlets. Of the 44% saying yes, 32% find the setup satisfactory, 9% are dissatisfied.

'All or Nothing'

Asked if they are required by the network to take "all or nothing" on FM, 46% answered yes, 41% no. Asked if the network permits choosing which programs are to be carried on FM, 31% said yes, 58% no on commercial programs, 58% yes, 25% no on sustainers.

Twenty-one per cent said network policy interferes with or hampers programming of their FM stations locally in the public interest, with 62% claiming no interference.

Only 6% said they are losing revenue from FM as a result of the network policy, with 75% answering no.

Thirty-one per cent said they can carry a full AM network schedule on their FM outlets and still program FM locally with profit; 39% answered no.

Over half (52%) said availability of network programs has increased FM listening in their areas, with 4% answering no; 46% said FM set sales have increased, 6% said no.

Of 35 usable replies from ABC affiliates, 31 duplicate, 2 do not; 21 carry their full network AM option schedule, 12 do not (11 are satisfied, 4 are not); 19 are required to take "all or nothing" on FM, 9 say they are not; 6 say they can choose which commercials they carry on FM, 23 cannot; 11 can choose sustainers, 15 cannot; 11 say network policy hampers local programming, 19 say it doesn't; 4 are losing revenue from the network policy, 22 are not; 12 can carry full network schedule and operate profitably in local programming, 10 cannot; 26 say availability of network programs has increased FM listening, none say not; 20 see a gain in set sales, 2 do not.

Of 25 usable replies from CBS affiliates, 18 duplicate, 7 do not; 10 carry their full network AM option schedule, 13 do not (9 say they are satisfied); 21 are required to take "all or nothing" on FM, 4 say they are not; 1 says it can choose which commercials it carries on FM, 20 cannot; 13 can choose sustainers, 8 cannot; 4 say network policy hampers local programs, 19 say it doesn't; none are losing revenue from the network policy; 4 can carry full network schedule and operate profitably in local programming, 10 cannot; 11 say availability of network programs has increased FM listening, 1 says not; 12 see a gain in set sales, 1 does not.

Of 41 usable replies from MBS affiliates, 38 duplicate, 3 do not; 10 carry their full network AM option schedule, 28 do not (10 say they are satisfied); 2 are required to take "all or nothing" on FM, 34 are not; 32 can choose which commercials they carry on FM, 4 cannot; 37 can choose sustainers, none cannot; 3 say network policy hampers local programs, 38 say it doesn't; 2 are losing revenue from the network policy, 35 are not; 16 can carry full network schedule and operate profitably in local programming, 17 cannot; 21 say availability of network programs has increased FM listening, 1 says not; 18 see a gain in set sales, 1 does not.

Of 35 usable replies from NBC affiliates, 26 duplicate, 9 do not; 18 carry their full network AM option schedule, 12 do not (13 of those carrying it are satisfied, 2 are not); 22 are required to take "all or nothing" on FM, 5 are not; 2 can choose which commercials they carry on FM, 30 cannot; 17 can choose sustainers, 11 cannot; 10 say network policy hampers local programs, 17 say it doesn't; 2 are losing revenue from the network policy, 22 are not; 10 can carry full network schedule and operate profitably in local programming, 15 cannot; 12 say availability of network programs has increased FM listening; 3 say it has not; 11 see a gain in set sales; 4 do not.

ASK YOUR PETRY MAN

About Availabilities in the

YANKEE NETWORK

News Service Editions at

8 A.M. ★ 1 P.M.

6 P.M. ★ 11 P.M.

THE YANKEE NETWORK, INC.

Member Mutual Broadcasting System

21 BROOKLINE AVE., BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO. INC.

BBC Notified of Strike By Three Talent Unions

THREE TALENT unions representing musicians, actors, and vaudeville performers in England served notice March 23 that their members will not be permitted to appear in BBC video shows after May 31.

The New York office of BBC quotes Equity, the Variety Artists Federation, and the musicians union as saying the decision was taken "in view of the failure of BBC to accept as principle that television is a medium separate from sound broadcasting which should be subect to a separate contract and a separate fee . . ." BBC, however, cabled from London. "We are surprised to learn that the unions regard the negotiations as having broken down at this point because we are still in correspondence with them."

Charges Networks Monopolize 'Voice'

Rep. Horan Assails Contracts For OIE Programming

(*Other 'Voice' story, page 101*)

MONOPOLIZING of contracts for "Voice of America" programming by two major networks (believed to be NBC and CBS) was attacked last week by Rep. Walt Horan (R-Wash.) in a letter to his constituents.

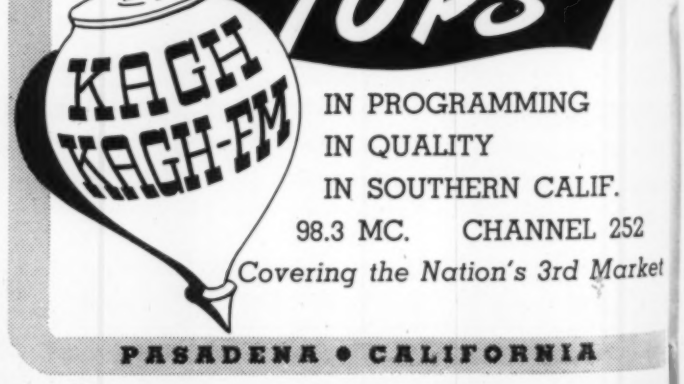
Section 1005 of the Information and Education Exchange Act, says Mr. Horan, provides that the State Dept. must utilize the services "of as many different agencies as possible" in telling the American story. This amendment was introduced by him, says the Washington Republican, "as a means of preventing either the State Dept. or any one or two large corporations from monopolizing our information field."

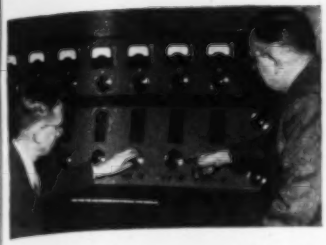
"Unfortunately," continues Mr. Horan, the OIE has seen fit to make contracts with "two major American networks" for programming "nearly all" of the broadcasts. "Independent overseas broadcasters," says Rep. Horan, "have been unable to make proper arrangements either for a measure of government support for their own operations or to lease government-owned equipment for commercial use during periods when the official State Dept. programs are not on the air."

With the help of other interested Congressmen, says Rep. Horan, "I am taking steps to inform Department officials that the intent of Congress was to foster, rather than restrict, the activity of independent radio producers in the foreign field."

WBRC-FM Plans

WBRC BIRMINGHAM, an NBC affiliate, will take delivery on a new RCA 50-kw FM transmitter by the end of April and expects to have WBRC-FM in full operation on Channel 273 (102.5 mc) by summer. Eloise H. Hanna is owner.





HERE'S THE HEART of an array of audio control equipment being built by RCA Engineering Products Dept. for WHN New York under one of largest single contracts ever placed by an independent station for this type custom-built equipment. H. J. Lavery (l) and J. F. Palmquist, both of RCA Broadcast Audio Section, inspect the unit, which includes six studio control consoles and 12 audio racks for WHN's new studios.

WGBA

PETITION for revocation of the licenses of WGBA and WGBA-FM Columbus, Ga., was filed with FCC last week as an aftermath of a Ku Klux Klan meeting.

F. W. New, editor and publisher of the weekly *Georgia Tribune* at Columbus, told the Commission in his petition that the stations, owned by the Columbus *Ledger-Inquirer*, had carried defamatory material about him, editorialized "under the guise of newscasts," and operated as "the editorial mediums of the owner newspapers . . ."

He submitted a series of clippings from the *Ledger* and *Inquirer* which reported that Mr. New was "positively identified among the Klansmen" at a meeting at which three *Ledger-Inquirer* staff members were "threatened, forced to drink excessive amounts of whiskey and injected hypodermically with some drug . . ."

The papers said two of the staffmen then were placed in "a compromising position" and photographed.

An editorial in one of the papers observed: "These may or may not have been the pictures which Fred New referred to as 'etchings' when he called Carlton Johnson [one of the *Ledger-Inquirer* staff members] and asked that he meet him to 'see some pictures.' Mr. New added that he wanted Johnson to see those pictures so 'you can decide how far you want to go'."

Other news stories submitted with the petition reported that in a broadcast over WDAK Columbus, Mr. New made "a sweeping denial of charges that he contributed to the mistreatment of the newsmen" and denied he had any connection with the Klan. The story quoted him as saying he went to the Klan meeting as "a guest."

One news story quoted A. E. (Bill) Mickel, general manager of the stations, as saying he had refused to sell time to Mr. New but had offered free time. A subsequent story reported Mr. New was slated to make a tape recording for broadcast over WGBA but failed to show up. It was understood, however, that the recording was made later.

The news stories also indicated that WGBA recorded and broadcast a statement by Dr. Samuel Green, Grand Dragon of the Klan, who denied maltreatment of the newsmen.

Mr. New was quoted as saying in a broadcast over WDAK that he attended the Klan gathering to cover it for his paper. An earlier story in the *Ledger-Inquirer* said Dr. Green and Mr. New "came out unmasked to address the Klan."

Mr. New, whose paper was described in the *Ledger-Inquirer* story as a "white supremacy weekly," was quoted as saying the reports were part of a competitive campaign.

Charges Slander

In his formal complaint, he charged that WGBA and WGBA-FM "have repeated material which is defamatory and slanderous, three times in alleged newscasts at the instance of the owner-newspapers and have issued mocking challenges to the defamed and slandered person to appear and defend the charges included in the slanderous material, and drawing conclusions from the failure of the slandered person to appear and defend."

He said the charges accused him of "the commission of seven crimes under the laws of the State of Georgia and the laws of the United States."

Mr. New asked that the "recordings, transcriptions, manuscripts, files and records" of WGBA be "seized and impounded for use" in the revocation hearing which he requested.

Editor Wants Its License Revoked in Klan Row

CONVENTION

Exhibit Space Assigned 39 by NAB

EXHIBIT space for 39 associate members of the NAB was assigned last week for the industry convention to be held May 17-21 at the Biltmore Hotel, Los Angeles.

"Varied nature of exhibits, combined with the large number of exhibitors reserving space, point to an interesting display of equipment, materials and services at the convention," according to Arthur C. Stringer, NAB director of special services in charge of arrangements.

Heavy exhibits will be shown on the ballroom floor of the hotel, with transcription, program and similar displays in second-floor suites, according to Mr. Stringer. Exhibiting firms include manufacturers of heavy and small radio equipment, FCC service bureaus, music publishers, transcription companies and program service organizations.

Additoinal space is still available, according to Mr. Stringer.

Social plans for the convention started to take form last week, according to Jennings Pierce, NBC public service station relations director, who is publicity chairman of the Southern California Broadcasters Assn. Opening event will be a May 16 (Sunday) cocktail party at the famed estate of Atwater Kent, with plans underway for origination of at least one nationwide network program from the party, which will be over at 6 p.m. A number of private affairs are planned that evening, and 800 Ice Capades tickets are available for purchase by convention registrants.

Gala entertainment program is planned Monday evening, but NAB's agenda is not yet complete.

Space assigned exhibitors follows:

Amperex Electronic Corp., 2212-14; Andrew Co., Ballroom 4A; Audio Devices, 2133; Collins Radio Co., Ballroom 7; Communication Products Co., 2217; Daven Co., 2131; Fairchild Camera & Instrument Corp., 2225; Federal Telephone & Radio Corp., 2119-20-21, Ballroom 8; Gates Radio Co., Ballroom 9; General Electric Co., Ballroom 6; Graybar Electric Co., 2226-27-28, Ballroom 10; Lehigh Structural Steel Co., 2234; Magnecord Inc., 2107-08; Presto Recording Corp., 2219; RCA, 2300-01-02, Ballroom 2 and 3; Rangertone Inc., 2216; Raytheon Mfg. Co., 2109-10-11, Ballroom 5; Hermon Hosmer Scott Inc., 2130; Western Electric Co. (see Graybar); Westinghouse Electric Corp., 2134-35, Ballroom 1; Wincharger Corp., 2221; Broadcast Service Bureau, 2117-18; Broadcast Measurement Bureau, 2202-03; Broadcast Music Inc., 2209-10-11, Ballroom 4; Associated Program Service, 2103-04; Capitol Records, 2128-29; Commodore Productions & Artists, 2105-06; Harry S. Goodman Radio Productions, 2358-59-61; Keystone Broadcasting System, 2116; Lang-Worth Feature Programs, 2100-01-02; C. P. MacGregor, 2205-07; NBC Radio Recording Division, 2303-04; SESAC, 2232; Standard Radio Transcription Services, 2362-2215; World Broadcasting System, 2223; Frederic W. Ziv Co., 2200-01; BROADCASTING, 2235-36-37.

WBNX GETS RENEWAL; BLUE BOOK BY-PASSED

ANOTHER of FCC's so-called Blue Book cases went by the boards last week as the Commission reconsidered and granted, without hearing the renewal application of WBNX New York.

The station's renewal bid had been set down last fall for hearing on Blue Book programming principles [BROADCASTING, Nov. 3, 1947].

FCC's grant of renewal without hearing announced last Thursday, came in approval of an elaborate petition showing that the amount of commercial time has been reduced substantially; that the station employs language specialists to check on the propriety and good taste of foreign-language programs, most of which have been handled by brokerage arrangements, that the time devoted to such programs has been reduced; and that the horse-racing programs comply with the principles enunciated by the Commission in its opinion on the question in the WWDC Washington case.

The Most Powerful Advertising Influence in the Southwest

WOAI San Antonio

50,000 WATTS CLEAR CHANNEL

NBC Affiliate ★ Member TQN

Represented by Edward Petry & Co., Inc.

It's 630 in Savannah

—and in the homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.

NBC AFFILIATE WSAV

630KC · 5000 WATTS · FULL TIME

Sell Radio's Success

(*Continued from page 17*)

other railroads to undertake similar tours to promote public relations with young Americans.

Among trade associations actively using radio, though not on a sponsored basis in every case, are National Retail Dry Goods Assn., National Assn. of Manufacturers, Automobile Manufacturers Assn., National Automobile Dealers Assn., American Iron & Steel Institute and Electric Companies Advertising Program.

AMA has informed its members: "There is a present need for great cooperation between industrial enterprises and the radio industry. For industry in its public relations efforts to ignore the potentialities of radio broadcasting is like an athlete trying to play baseball with one arm."

In a series of instructions on use of broadcasting, AMA lists instances of ways in which manufacturers have taken advantage of radio's public relations powers. The association adds these observations:

Radio's Value

"The radio is very useful for reaching large numbers of people with basic information such as the need for uninterrupted production, the fact that production creates wealth and payrolls, and similar subjects." AMA members, particularly Ford Motor Co., have used broadcasts to explain how new cars get into the gray market though sold in good faith.

NRDGA's Public Relations Committee urges member stores to use local stations, tieing-in public relations broadcasts with their other promotion. NAB, in turn, urges stations to point out to retailers how special event features can be used in their promotion.

National Automobile Dealers Assn., comprising independent retailers, provides members with a weekly five-minute script which they use on time bought from local stations. Well over 400 stations carry these sponsored programs.

The American Iron & Steel Institute prepares recorded programs for its members. Commenting on the broadcast campaign, the institute says:

"The radio advertising by individual companies in their own plant communities is an increasingly used component of community relation programs."

NAM Efforts

Though subject to widespread abuse, National Assn. of Manufacturers has improved its relations with the public through a million-dollar public relations program employing use of broadcasts. NAM notes that industry faces its most serious challenge—a challenge "to provide new leadership for an uneasy people; a plea to help restore a nation's faith in itself; a hope that, after two decades of drift toward the totalitarian state, competitive enterprise will again dramatize its capacity to produce more goods for more people than any other system ever devised by man."

BON VOYAGE is wished six American broadcasters by Pierre Crenesse (l), director of French Broadcasting System in U. S. as they board airliner carrying them to France to study possibility of further program exchange between U. S. and France. Broadcasters (l to r): Thomas Velotta, ABC vice president in charge of public events; William H. Fineshriber Jr., CBS national program director; Frederick B. Bate, assistant to NBC vice president in charge of news, special events and international relations; John S. Hayes, vice president and general manager, WINX Washington; Robert D. Swezey, MBS vice president and general manager, and A. D. Willard Jr., NAB vice president. They are returning to U. S. this week.

Dozens of specific case histories based on use of local stations by Chambers of Commerce, utilities, banks and all types of industrial enterprises will be described in detail in the forthcoming NAB compilation. The continuing project will lead to new publications as material is received and compiled.

NBC Pacific Institute Slated for Mid-Summer

SIXTH Annual Radio Institute of NBC, in cooperation with U. of California at Los Angeles will be offered this year from June 21 to July 30 at NBC studios, according to Dr. Paul Sheats, university extension associate director, and Jennings Pierce, NBC director of public affairs and station relations. University credit towards a degree will be given this year for certain phases of work completed in the classes for the first time since the institute's establishment.

Courses and instructors include radio station writing offered by David Nowinson, KEI Los Angeles staff writer; radio time sales by Frank A. Berend, NBC Western Network sales manager; music for radio by Henry Russell, musical director, NBC Hollywood; survey of American broadcasting, Jennings Pierce; radio production direction, Andrew C. Love, NBC Western director radio news, and special events; R. Sprague, manager of news and special events, NBC Western; advanced radio writing, Arnold Marquis, NBC writer-director; broadcast engineering, Art Brearly, NBC Western engineer; radio announcing, Frank Barton, supervisor of announcers, NBC Western; radio in education, William Sener, USC radio department head.

Legislator Plans Transcript Study

Rep. McGregor to Look Into FCC Unity Hearing

REP. J. Harry McGregor (R-Ohio) was reported last week to have promised to make a study of the transcript of the FCC hearing which preceded the issuance of FM grants two weeks ago to Unity Corp., headed by Edward Lamb, Toledo attorney [BROADCASTING, March 22]. The grants were for Mansfield and Springfield, Ohio, with Comr. Robert F. Jones voting for further hearing.

The *Mansfield News-Journal*, whose AM and FM applications the FCC has proposed to deny, quoted the Congressman as saying "I will go over the transcript, and if there is anything irregular there, will look into it further." The Congressman's office said Thursday that he had not yet undertaken the study, but planned to do so.

The *News-Journal* is carrying a series of articles on Mr. Lamb, the FCC, and FCC's "handling of responsibilities vitally affecting this community."

In one of the articles, last Tuesday, the paper said FCC issued the grants to Unity "despite evidence of other governmental agencies that Lamb has long been classed as a communist sympathizer, despite evidence given the FCC that Lamb once faced disbarment proceedings in Ohio, and despite his authorship of a book *The Planned Economy in Soviet Russia*, which, it has been charged, extols the virtues of Soviet Russia and urges the overthrow of the American system."

Questions Raised

The newspaper company had raised questions concerning the book in proceedings before the Commission, charging that Mr. Lamb is not qualified to be a licensee.

In an editorial last Wednesday the paper noted that Lamb-connected enterprises had received two new television grants in addition to the FM authorizations to Unity, which is licensee of WTOD and WTOD-FM Toledo. The editorial continued:

Is it possible that after nearly two years of hearings and study the Commission does not know what kind of person Mr. Lamb is? Hardly. In fact, by its actions the FCC would seem to be in a hurry to favor Mr. Lamb before the knowledge of his leanings and his writings becomes too widespread . . .

Again, by its actions the FCC would seem to want to promote, or at least to condone, the philosophies and activities which are so plainly a part of Mr. Lamb's record . . .

Are Communist party members and sympathizers now achieving favored treatment in [the] seeking of radio channels? Let the record answer.

CJCJ Calgary has increased power to 1 kw and changed frequency to 1140 kc, according to an announcement of the Radio Branch, Dept. of Transport, Ottawa. CJBR Rimouski, Que., has increased power to 5 kw, according to the same source.

WLBR SELLS

1000 WATTS—1270 kc
LEBANON, PA.

The STAR MARKET *of Central Pennsylvania*

In WLBR's service area, over 1,000,000 buyers in six cities and eight counties, spend more than $300,000,000 annually in retail trade alone. . . . 300 WLBR CLIENTS have already profited from this rich coverage.

JULIAN F. SKINNELL—Operations Mgr.
Represented by RAMBEAU

Code Okayed

(Continued from page 17)

phrase "and accurately" was deleted.

There was considerable discussion on the number of commercials to be permitted in newscasts, but no change was recommended. The code draft bans middle commercials in programs of less than ten minutes.

In the section on religious programs, opinion was about evenly divided on retention of a paragraph stating: "Religious programs should be presented by recognized and responsible groups and organizations." Several broadcasters contended the section would "borrow trouble" for them. The resolution urged that the religious section be eliminated entirely. Some broadcasters urged an inhibition against dramatization on political broadcasts, but no action was taken.

The convention urged that a distinction be made between "children's programs" and programs for children, and that the section containing an injunction against specific things deemed to be bad taste, such as tortures, horror and the supernatural, be deleted as unnecessary qualification of a more generalized expression against such dramatizations.

Similarly, the convention urged that detailed descriptions of subject matter on out-of-bounds crime and mystery programs be deleted.

The delegates suggested that a statement be included in the final draft to the effect that in cases of suits over broadcasts on multiple station facilities, the responsibility of complying with the code provisions should lie with the originating station.

There was discussion, but no recommendation, on a proposed allowance of one hour per day for shoppers' guide programs, which Mr. Terry said represented a relaxation from provisions of the original draft.

Act at Los Angeles

Mr. Terry said he would carry the district's recommendations to the pre-convention meeting of the NAB directors in Los Angeles May 15. The convention also passed resolutions which: Urged that a provision be adopted whereby nominees for directorships might decline nomination if they choose, by Ed Craney, of KXLF Butte, Mont.; commended Broadcast Music Inc., for its continuity services by P. B. McAdam of KPRK Livingstone, Mont.; expressed "sincere appreciation and commendation" to Mr. Terry; "enthusiastically endorsed" the administration of Justin Miller as NAB president and pledged continued suport.

In his address Monday, Judge Miller described NAB's budget and operating methods.

Hugh Feltis, president of BMB, told a Monday session a survey of District 14 showed that in one-station cities the local station had the largest audience in the daytime in 65% of the cities and ranked second in 23%. At night, he said, the local outlet led in 52% of the single station cities and second in 32%. He said it was not enough for a small market station to point to the low BMB of a distant high power station in his market. "You need your own BMB to tell a positive story," he said.

There was considerable discussion about dramatizations on paid political broadcasts during the coming national election campaign with opinion about evenly divided as to whether the code should contain an inhibition against such programs. No vote was taken on the point.

During Judge Miller's address Ed Craney of KXLF Butte, Mont., it was learned, questioned several generalized budget items as "perhaps excessive." The exchange between Mr. Craney and Judge Miller did not reach decisive proportions.

Rex Howell, KFXJ Grand Junction, Col., and William C. Grove, KFBC Cheyenne, Wyo., handled the small market stations meeting Wednesday, with some 50 broadcasters staying over for the third day though the agenda originally was slated for Monday and Tuesday. Panel-forum technique was used.

Among topics discussed were accounting procedures, exchange of sales and program ideas, exchange of problems and how to solve them, operating procedures. Many of the delegates praised the procedure and suggested it as a pattern for other small market meetings.

KMPC PROBE

FCC Takes Formal Action

IN ITS FIRST formal comment on the case, FCC announced last Wednesday that it had ordered an investigation of the news policies of G. A. (Dick) Richards and his KMPC Los Angeles, WJR Detroit, and WGAR Cleveland.

The action was based on a complaint filed by the Radio News Club of Hollywood charging that Mr. Richards had ordered KMPC newsmen to "slant" news broadcasts [BROADCASTING, March 8]. Though the Commission had been silent on the charges since they were filed, its action occasioned little surprise [CLOSED CIRCUIT, March 22].

FCC has not yet acted upon a petition filed by American Jewish Congress charging that Mr. Richards "deliberately" ordered that news be slanted against Jews, and asking for a revocation hearing for KMPC [BROADCASTING, March 15].

In announcing its investigation, FCC said last Wednesday (March 24):

Upon consideration of the complaint and associated documents filed by the Radio News Club of Hollywood, Calif., against G. A. Richards, president of KMPC Los Angeles, concerning the broadcasting of news over that station, the Commission on March 19 authorized an investigation of the matter covered by the complaint with respect to the operations of stations KMPC Los Angeles, WJR Detroit, and WGAR Cleveland.

Meanwhile the CIO asked FCC for hearings to investigate the charges, and the Radio News Club of Hollywood informed the Commission that a "mass of additional evidence" was available in Los Angeles. RNC asked that a hearing be held there. Its telegram, signed by Secretary-Treasurer William J. Burns and sent last week, said:

In light of statements attributed to Commission in trade press indicating Commission cannot act on conditions at KMPC without formal complaint, accept this as formal complaint and request for hearing in Los Angeles. Wish to call to your attention that mass of additional evidence available here by subpoena in hearing. Wish to emphasize this complaint and submission of evidence pertains to slanting of news and not to editorializing as such. May we have acknowledgment and statement of intention by Commission based on evidence already submitted?

Officials of KMPC and other Richards stations have denied the charges, insisting that the news staffs are not instructed to slant news and that a study of their newscasts will show no bias or prejudicial treatment of news subjects [BROADCASTING, March 8, 15].

CIO Publicity Director Allan L. Swin, writing to FCC Chairman Wayne Coy last Wednesday, said "we of course have no knowledge" as to whether the charges against Mr. Richards are true, but that "they are of such seriousness, it seems to us, as to necessitate investigation by the FCC."

If the charges are true and KMPC is shown to have violated the Communications Act and FCC regulations, Mr. Swin said, then "we feel that the license of Mr. Richards should be revoked at once." If the charges are false, he said, "the accusation made against Mr. Richards and his station should be publicly refuted."

While the RNC telegram eliminated the question of editorializing, the CIO injected it. Mr. Swin's letter said:

Devious appeals to racial and religious prejudice, editorialization, and obvious efforts to distort the facts of the news certainly should not be tolerated. Not only does such activity violate good taste and basic American standards of decency but they also violate the principles of non-editorialization by station owners as stated in the Mayflower decision.

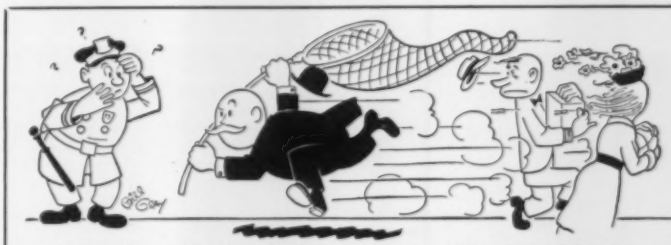
There has been speculation that the charges might be brought into the final session of FCC's hearing on the Mayflower ban on station editorializing, which resumes April 19. It also had been felt that they might arise during hearings on the Detroit and Cleveland television cases, which include applications of WJR and WGAR. When the Cleveland case was heard two weeks ago, however, FCC spokesmen announced that the charges would not be considered at that time, but that the record would be held open for possible consideration of the subject at a later date when the Commission had determined what course it would take.

TV Promotion Pays Off For Chicago Power Firm

EXPENDITURE of a large sum for promoting television was one of the chief reasons why Commonwealth Edison Co., Chicago power concern, netted almost $800,000 more in 1947 than in 1946, according to company's annual report.

"Promotion of each elctrical device has been necessary to stimulate the original interest which leads eventually to public acceptance and greater use," said Charles Y. Freeman, Commonwealth chairman.

Increasing popularity of television was an important consideration when the company started drafting plans last year for a $300,000,000 construction and expansion program scheduled from 1948 to 1951, the report added.



Why chase dollars — when you can sit back and let 'em roll in with a super-profit spot on Rochester's live-wire, up-and-at-'em station . . . . . **WVET**

BASIC MUTUAL STATION
ROCHESTER, NEW YORK
5000 WATTS 1280 K. C.
NATIONALLY REPRESENTED BY WEED AND CO.

TV Allocations

(Continued from page 17)

delay in the establishment of television services.

The Commission rejected the idea of instituting rule-making proceedings to determine whether Channel 10 should be moved from Hartford to Bridgeport.

"Nowhere in the application or pleadings filed by [Yankee] has the applicant offered any evidence of the technical feasibility of its requested amendment or that such a change would be in the public interest," the opinion explained.

Denial of Yankee's request, however, was made without prejudice to its filing within 15 days a petition for rule-making on the proposed change, accompanied by "a showing that such amendment is technically feasible and will be in the public interest."

There are some 20 applicants currently seeking changes in allocations to increase the number of channels available in a total of 10 communities. Under the new policy it appeared that those unaccompanied by rule-making petitions would be dismissed without prejudice to the filing of such petitions, or otherwise would be held in abeyance with opportunity provided for rule-making petitions.

One of 20 applicants seeking allocations changes, Cherry & Webb Broadcasting Co. of Providence, R. I., already has been designated for hearing with Boston applicants, since it requests one of the two channels allocated to Boston. Under the new policy this Providence application must be removed from the Boston hearing, pending a determination of whether the channel should be moved from Boston to Providence.

In his dissent on the Yankee Network case, Comr. Jones foresaw administrative difficulties. He said the majority's construction of the rule "can scarcely be called logical or even sensible," and that "in any event it certainly would not make for the orderly administration of the Commission's business."

Nor did he agree that Yankee had failed to show that its request for Channel 10 at Bridgeport would be in the public interest. Further, he said, by filing its application Yankee has offered to prove that Channel 10 is usable at Bridgeport.

Policy Said Unstable

The majority conceded that it has not followed a consistent policy with respect to allocations changes. In some cases changes have been made in actions upon applications. In others—the pending proposals to delete Channel 1, and to reassign channels in the Cleveland-Canton-Buffalo area in accordance with agreements with Canada—the rule-making process is being followed. The Commission pointed out that changes which have been made via action on applications were all uncontested.

Comr. Jones attached to his dissent a list of 19 applicants seeking channels not provided in the allocations table. A 20th has since been pointed out: At San Francisco, Radio Diablo Inc. is seeking a San Jose channel. But since announcement of the new policy the company reportedly is planning to amend and apply for a San Jose rather than a San Francisco station.

The 19 applicants were cited by Comr. Jones as indicating that the industry, at least, has not construed the rule to mean that rule-making must precede changes. Only one of the 19, he said, has asked for rule-making.

Following are the 19 applications listed by Comr. Jones. Asterisks indicate that petitions accompany the applications:

Christina M. Jacobson, San Luis Obispo, Calif.—Requests Channel 3 be allocated to San Luis Obispo.

Sunshine Television Corp., St. Petersburg—Channel 7 to St. Petersburg.

Maryland Broadcasting Co. (WITH), Baltimore—Channel 6 to Baltimore.

Toledo Blade Co., Toledo—Channel 10 to Toledo.

Community Broadcasting Co. (WTOL), Toledo—Same.

Unity Corp. (WTOD), Toledo—Channel 11 to Toledo.

Maumee Valley Broadcasting Co., Toledo—Same.

Valley Broadcasting Co. (WSTV), Steubenville—Allocate Wheeling, W. Va. channel (No. 12) to Steubenville.

Harold O. Bishop, Harrisburg—Allocate additional channel to Harrisburg.*

Cherry & Webb Broadcasting Co., Providence, R. I.—Allocate Channel 13 from Boston to Providence.

Lee F. Carrigan d/b as Texas Television, Dallas—Revise allocations to make additional channel available at Dallas.*

A. H. Belo Corp. (WFAA), Dallas—Same.*

Variety Broadcasting Co. (KIXL), Dallas—Same.*

City of Dallas (WRR)—Same.*

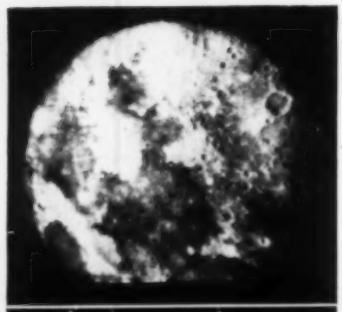
C. C. Woodson d/b as Lubbock Television Co., Lubbock, Tex.—Channel 6 to Lubbock.*

A. Frank Katzentine (WKAT), Miami Beach—Allocate additional channel to Miami (No. 9, 11, or 13).*

Miami Broadcasting Co. (WQAM), Miami—Same.*

Ft. Industry Co. (WGBS), Miami—Same.*

Isle of Dreams Broadcasting Corp. (WIOD), Miami—Same.



TOUR OF THE MOON was given televiewers of WMAL-TV Washington via the 40-inch Naval Observatory telescope [BROADCASTING, March 22]. Above: The moon, photographed off a TV receiver. Below: Observatory scene with (l to r) Frank Harvey, WMAL engineer; U. S. Lyons, of the observatory's staff, and Harold Stepler, WMAL-TV announcer. Camera was latched to big reflector.

Truman in Favor Of Uniform Time

PRESIDENT TRUMAN endorsed national daylight saving time Thursday as Capitol Hill efforts to bring about uniformity in time remained at a standstill.

Asked at his Thursday morning news conference if he planned to recommend daylight time as a fuel-saving measure, the President said he hadn't thought of the idea. He doesn't like daylight time on a haphazard basis, he said. If there is to be daylight time, he suggested, it should be on a nationwide basis.

Over on the Hill, the Senate Interstate Commerce Committee was preparing to send out invitations to groups who might be interested in testifying on the matter when it comes up for subcommittee hearing April 13 [BROADCASTING, March 22].

Pending before the committee are two bills—S-2226 by Sen. Clyde M. Reed (R-Kan.) for uniform daylight time and S-2041 by Sen. John Overton (D-La.) for nationwide standard time. The former was introduced by Sen. Reed at the request of the ICC.

Sen. Reed has stated that he is not personally committed to the provisions of his bill but is bent on determining "the broad public convenience and desire in the matter of time standards."

The subcommittee which will conduct the hearing consists of Sen. Reed, chairman, and Sens. Owen Brewster (R-Me.) and Ernest W. McFarland (D-Ariz.).

KORC Sold to Boles

KORC Mineral Wells, Tex., 250 w daytime outlet on 1140 kc, has been sold for $45,000 to Don Boles, commercial manager of KICA Clovis, N. M., it has been reported by Blackburn-Hamilton Co., station brokerage firm. Alfred Achilles Corcanges is licensee and seller. Deal was handled by Dallas office of Blackburn-Hamilton. Application for FCC consent is in preparation.

KTUL
TULSA
John Esau
Vice President & General Manager
Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVES

In Utah -
— more than 78% of the population and 86% of the buying income are concentrated in 9 counties where KDYL is the *popular* station.
KDYL
SALT LAKE CITY
UTAH'S NBC STATION
National Representative:
John Blair & Co.

SHOWERMAN HAILS TV 'UNLIMITED HORIZONS'

TELEVISION was hailed as the fastest growing and most exciting industry in America in an address Tuesday by I. E. Showerman, NBC vice president in charge of Central Division. He spoke before a meeting of the Chicago Technical Societies Conference at the Stevens Hotel, Chicago.

Envisioning "unlimited horizons," Mr. Showerman said the medium would have a tremendous impact upon the political and social scene and that both major political parties, recognizing its power, had selected Philadelphia as the site for their 1948 conventions.

"Neither party can afford to neglect so large a number of voters as will be represented by the Eastern television audience," he stated. "In many ways, television's influence . . . will be much like a return to the early days of the republic when everybody could see and hear the major candidates."

Mr. Showerman also laid to rest fears that video adversely affects box office receipts. He pointed out "in practically every instance . . . televising of sports and theatrical events has led to increased attendance."

Former ABC Advertiser Loser in Contract Suit

A VERDICT in favor of ABC was handed down by the U. S. Southern District court of New York March 24 in a long-pending breach of contract suit brought against the network by a former advertiser, The Products Distributing Corp., makers of Swagger and Carousel brand men's toiletries.

The plantiff, sponsor of *Swagger Time*, a musical show on ABC from Sept. 10, 1945 to Dec. 9, 1945, sought $139,000 in damages in a suit instituted in July 1946. Instead the court ruled ABC was entitled to $1259 from the plantiff.

CHML Hamilton is building two-story radio center at Springer and Main Sts., to house all offices and studios. Provision is being made for future auditorium and television studios. Overall plan calls for 10,000 square feet of space.

FM GRANTS

CONDITIONAL grants for two Class A and three Class B FM stations were authorized last week by FCC. Construction permits for five Class A and ten Class B stations were issued, plus CPs in lieu of previous conditions for two Class A and ten Class B outlets.

Class A assignment on Channel 240 (95.9 mc) was given conditionally to Greenwich Broadcasting Corp., Greenwich, Conn., headed by Walter S. Lemmon, telecommunications consulting engineer. Mr. Lemmon also is founder and president of World Wide Broadcasting Foundation, operating WRUL and WRUW Boston and other shortwave international stations there. Greenwich has pending in hearing an application for local AM facilities.

The Commission also authorized conditional grant for Class B station on Channel 268 (101.5 mc) at Atlanta, Ga., to Fulton County Broadcasting Corp. Firm is proposed grantee of a new AM station on 1550 kc with 50 kw day, 10 kw night at Atlanta. In making the FM authorization FCC changed its allocations plan to switch Channel 291 (106.1 mc) from Macon to Griffin, Ga., and switch Channel 268 from Griffin to Atlanta.

A Class B assignment on Channel 298 (107.5 mc) at New Orleans was conditionally granted to Louise C. Carlson, who also is proposed grantee of a new AM station there. The AM facilities are those presently held by her divorced husband, Charles C. Carlson, for WJBW, renewal of which FCC has proposed to deny (see story page 22).

The conditional FM grants included:

Atlanta, Ga., Fulton County Broadcasting Corp., Class B, Channel 268 (101.5 mc). Owned 100% by Samuel Rothberg, real estate dealer. Firm holds proposed grant for 50 kw day, 10 kw night on 1550 kc.

Grand Prairie Tex., Anson B. Brundage, Class A, Channel 276 (103.1 mc). Mr. Brundage for past 25 years has been publisher of sole weekly newspaper, the Grand Prairie Texan.

Greenwich, Conn., Greenwich Broadcasting Co., Class A, Channel 240 (95.9 mc). Corporation: Walter S. Lemmon, telecommunications consulting engineer and president of World Wide Broadcasting Foundation, operating WRUL Boston and other international stations there, president and 60% owner; Charles W. Pettengill, Washington attorney, vice president 30%, and Carl J. Jensen, architect, secretary-treasurer 10%.

Los Angeles, Maranatha Broadcasting Co. Inc., Class B, Channel 250 (97.9 mc). Grantee is owned by Dr. Clem Davies' Ministry, non-profit religious organization. Station will emphasize religious programming. Dr. Clem Davies is president of Ministry and is part owner along with six other individuals. Kenneth O. Tinkham is to be general manager.

New Orleans, Louise C. Carlson, Channel 298 (107.5 mc). Mrs. Carlson is proposed grantee of new AM station to operate on facilities proposed to be denied in renewal to WJBW that city, owned by her divorced husband, Charles C. Carlson.

Five Conditionals Among Actions

The following were authorized CPs; power is effective radiated power, antenna height is above average terrain:

KSRO-FM Ruth W. Finley, Santa Rosa, Calif.—Class B, 102.5 mc (Channel 273), 6.6 kw, minus 110 ft.

WCOH-FM Newnan Bcstg. Co., Newnan, Ga.—Class B, 92.3 mc (No. 222), 16 kw, 360 ft.

KID-FM Idaho Radio Corp., Idaho Falls, Ida.—Class B, 103.3 mc (No. 277), 4.8 kw, 140 ft

WHO-FM Central Bcstg Co., Des Moines, Iowa—Class B, 100.3 mc (No. 262), 510 kw, 765 ft.

WBCO Woodward Bcstg. Co., Detroit, Mich.—Class B, 107.5 mc (No. 298), 20 kw, 500 ft.

KBTR Bethesda Bcstg. Assn., Minneapolis, Minn.—Class B, 98.5 mc (No. 253), 2.1 kw, 340 ft.

WOTW-FM Nashua Bcstg. Corp., Nashua, N. H.—Class A, 106.3 mc (No. 292), 1 kw, 195 ft.

WXNJ Harold O. Bishop, Greenbrock Township, N. J.—Class A, 103.9 mc (No. 280), 630 w, 310 ft.

WYON American Quartz Labs. Inc., Yonkers, N. Y.—Class A, 102.3 mc (No. 272), 300 w, 290 ft.

WLBR-FM Lebanon Bcstg. Co., Lebanon, Pa.—Class A, 100.1 mc (No. 261), 625 w, 310 ft.

WNOW-FM The Helm Coal Co., York, Pa.—Class B, 105.7 mc (No. 289), 17 kw, 500 ft.

WMFI Fanny B. Wilson, Memphis, Tenn.—Class B, 104.3 mc (No. 282), 15.3 kw, 450 ft.

KVAI-FM Plains Empire Bcstg. Co., Amarillo, Tex.—Class B, 93.1 mc (No. 226), 10 kw, 245 ft.

KSML-FM Lubbock Bcstg. Co., Lubbock, Tex.—Class B, 107.9 mc (No. 300), 2.4 kw, 275 ft.

KPYR Pryor Dillard, Raymondville, Tex.—Class A, 101.7 mc (No. 269), 360 w, 150 ft.

WPDX-FM Clarksburg Bcstg. Corp., Clarksburg, W. Va.—Class B, 95.1 mc (No. 236), 2 kw, 300 ft.

WPAR-FM Ohio Valley Bcstg. Corp., Parkersburg, W. Va.—Class B, 106.5 mc (No. 293), 23 kw, 480 ft.

WEAU-FM Central Bcstg. Co., Eau Claire, Wis.—Class B, 94.1 mc (No. 231), 50 kw, 370 ft.

Following were authorized CPs in lieu of previous conditions:

WMAQ-FM National Bcstg. Co., Chicago—Class B, 101.1 mc (No. 266), 24 kw, 610 ft.

WAFB-FM Modern Bcstg. Co., Baton Rouge, La.—Class B, 104.3 mc (No. 282), 3 kw, 315 ft.

WCOP-FM Massachusetts Bcstg. Corp., Boston—Class B, 100.7 mc (No. 264), 20 kw, 495 ft.

WMFM James A. Hardman, North Adams, Mass.—Class B, 97.5 mc (No. 248), 2.4 kw, 660 ft.

WBEC Western Massachusetts Bcstg. Co., Pittsfield, Mass.—Class A, 94.3 mc (No. 232), 1 kw, minus 185 ft.

KXOK-FM Star-Times Pub. Co., St. Louis—Class B, 93.7 mc (No. 229), 16 kw, 415 ft.

KFAB-FM KFAB Bcstg. Co., Lincoln, Neb.—Class B, 97.7 mc (No. 250), 12 kw, 255 ft.

WLOS-FM Skyway Bcstg. Corp., Asheville, N. C.—Class B, 104.3 mc (No. 282), 9.2 kw, 130 ft.

WEOL-FM Elyria-Lorain Bcstg. Co., Elyria, Ohio—Class B, 107.3 mc (No. 297), 48 kw, 285 ft.

WSIX-FM WSIX Bcstg. Station, Nashville, Tenn.—Class B, 97.5 mc (No. 248), 71 kw, 705 ft.

KOPP-FM James B. Littlejohn, Ogden, Utah—Class A, 103.9 mc (No. 280), 1 kw, minus 160 ft.

WPLH-FM Huntington Bcstg. Corp., Huntington, W. Va.—Class B, 102.5 mc (No. 273), 41 kw, 560 ft.

DuMont Pittsburgh TV Outlet Readied

WORK HAS BEGUN on WDTV, DuMont video station in Pittsburgh. Company hopes to have station ready for test patterns by mid-September.

Transmitter is being erected in the Braslear reservoir district of Pittsburgh, the highest part of the city. Signal strength will be the same as that of the DuMont key station, WABD New York—effective output power of 14.25 kw for video and of 9.45 kw for audio. WDTV will operate on Channel 3 (60-66 mc).

WDTV will be the first television station in Pittsburgh. There are seven applicants for the remaining three television channels allocated to that city, and the FCC has scheduled a hearing on their arguments for May 17. Conflict with NAB Convention dates likely will cause postponement.

Johnson Bill

(*Continued from page 20*)

tana group also proposed that independent broadcasters form their own national association. He invited "eligible members" to meet at Riverside, where he operates KPRO, "and proceed with its formation" during the NAB convention in May.

The Montana association's letter was signed by Don Treloar of KGEZ Kalispell, president, and Paul B. McAdam of KPRK Livingston, secretary. It advised broadcasters: "If you want to stay in the broadcasting business, try to appear before the committee during the hearings, but if you can't, write the committee so they will have the consensus of opinion from independent broadcasters." The letter also asked that they contact their Congressional delegations in behalf of the bill.

The name of Ed Craney, managing director of the Pacific Northwest "XL" stations, who figured prominently in earlier Congressional clear-channel hearings, was linked with the Johnson Bill in a letter to NAB 14th District broadcasters from Gene O'Fallon of KFEL Denver.

Suggesting possible nominees for the district directorship, Mr. O'Fallon mentioned Mr. Craney and observed: "And right now, you can bet the super-power interests know he's been in Washington (spending his own time and money) to bring this important 750-kw matter out in the open and to the attention of Congress for us." The letter was dated March 4, a week after Sen. Johnson's bill was introduced.

Mr. Craney is understood to be planning no personal appearance at the hearings. It was reported that Mr. Treloar would represent his views.

Meanwhile, Victor A. Sholis, director of WHAS Louisville and of the Clear Channel Broadcasting Service, wrote Sen. Charles W. Tobey (R-N. H.), acting chairman of the Senate commerce committee, that he was seriously concerned with indications that "you intend to race through in a matter of a week or so a question which has occupied the FCC's attention for a period of three years."

Replying on behalf of WHAS to an earlier letter from Sen. Tobey [BROADCASTING, March 22], Mr. Sholis wrote:

. . . If Congress is going to take jurisdiction over a highly complicated and technical case away from a competent agency of its own creation—a most dubious procedure at best—then it would seem that the least the people could expect is that Congress will devote adequate time to an examination of the problem . . .

I was nonplussed to have you imply that my request for time for a series of witnesses, representing the rural and small-town audience of WHAS, was an attempt to convert your hearing into a "Roman holiday." I can only repeat what I told you in my original letter. Your announcement of the hearing concerns itself solely with radio station owners. Nowhere is there expressed concern over the rural radio audience. It is because a small handful of station licencees have been seeing things under the bed for many years whenever high power is mentioned that radio service to rural and small-town America today is of such deplorable quality.

Your plans for the hearing ignore these 40,000,000 rural and small-town listeners. . . .

McCormick Protests

A vigorous protest against the Johnson Bill was entered by Col. Robert R. McCormick, president of the *Chicago Tribune's* clear-channel WGN, in a letter to Acting Chairman Tobey.

Col. McCormick called attention to "many misstatements and misconceptions" in Sen. Johnson's memorandum accompanying the bill.

"Those who have prevailed upon Sen. Johnson to introduce it, and upon your committee to give it consideration, have not evidenced the candor which you and your committee have a right to expect of them," he declared.

Col. McCormick seriously questioned the committee's procedure in instructing FCC to hold up its own clear-channel decision until the Johnson bill has been heard:

The Commission has spent more than three years in holding a full and impartial hearing on the issues . . . Do you think it wise to deprive the Commission of the authority which Congress delegated to it for just such matters? Does it not strike you as unusual that persons opposing us should have waited until the last minute, after the case has been finally argued and with the Commission facing a deadline on its international negotiations, before coming to Congress to get a decision in their favor?

On the other side, Rep. Walt Horan (R-Wash.) supported the breakdown bill in one of his written "reports" to his constituents. "This legislation," he said, "would guarantee the future of the hometown radio station, keeping it as much a part of the local information scene as the newspaper."

Sen. Johnson, in his letter to stations which had indicated support of his legislation, wrote that "with proper support the Johnson Bill would be passed; if not supported, the powerful clear-channel stations may have the field to themselves and the legislation will die. If it does, a Commission decision granting super-power to clear-channel stations may well result in a monopoly." Further, he said:

We must anticipate that the clear-channel stations will be fully represented by high-powered and able counsel at the hearings . . . They will present carefully prepared exhibits purporting to show that only they are equipped to provide adequate rural service . . .

It is important that your own Senators and Congressmen are promptly made aware of your views with respect to the Johnson Bill; it is equally important that they hear from listeners and listener groups in your areas; it is most important that ALL radio stations in this country which face the threat of economic extinction wake up and let this committee and their own Senators and Congressmen know the facts . . .

THE NATION'S

MOST

MERCHANDISE-ABLE

STATION

WLW

700 ON YOUR DIAL

Oscar Hypos

AS A RESULT of Ronald Coleman's being awarded this year's movie oscar Mr. Coleman's transcribed *Favorite Story* has shown an immediate sales rise, it was noted last week. The transcribed feature is a Frederic Ziv package. It is heard on 312 stations, leading the Ziv properties. His sponsors number 239. Mr. Coleman's salary for the show is $3,000 weekly; the program itself is budgeted at $9,000 a week.

DRY BILLS

Senate Group to Take Up 3 at April Hearing

THREE bills ranging from one providing for outright prohibition of liquor advertising to two calling for restriction and regulation of it under the Federal Trade Commission Act will be considered at hearings before the full Senate Interstate Commerce Committee beginning April 21 [BROADCASTING, March 22].

S-265, by Sen. Arthur Capper (R-Kans.) to prohibit liquor advertising, was considered by the committee at hearings held last May. It was referred to a subcommittee, which in July submitted a report with suggested changes.

That was where the matter stood until last week when hearings were announced on S-265, as well as S-2352 and S-2365, introduced jointly by Sen. Clyde M. Reed (R-Kan.) and Sen. Edwin C. Johnson (D-Col.). The latter two, which would amend the Federal Trade Commission Act so as to regulate advertising of alcoholic beverages, embody some of the suggestions contained in last July's subcommittee report.

Bill Stipulations

S-2352 provides that an alcoholic beverage advertisement shall be deemed misleading if representations are made or suggested by statement, word, design, device, sound or any combination thereof, that the use of such beverage "(A) is beneficial to health or contributes to physical upbuilding, (B) will increase social or business standing or prestige, or (C) is traditional in American family life, or is or should be part of the atmosphere of the American home."

The bill defines alcoholic beverage as "any spirituous, vinous, malt, or other fermented liquor fit for use for beverage purposes."

S-2365 decrees that advertising may contain words or illustrative or verbal descriptive matter only to the following extent: "Facsimile of the bottle, container, and label of such beverage: Provided, however, that such facsimiles shall not exceed in size the actual bottle container, and label sought to be reproduced."

Further provision is made that no advertisement shall contain "more than three such facsimiles, whether of the bottle, or the container, or the label or any combination of such bottle, container and label."

Recipes, according to the bill, whether or not they are attached to the bottle, "may not be reproduced in advertisements as facsimiles or otherwise."

Reed to Preside

Sen. Reed has been designated by Sen. Charles Tobey (R-N. H.), acting committee chairman, to preside at the hearings.

The *Clipsheet*, weekly publication of the Methodist denomination's Board of Temperance and a staunch supporter of the Capper bill, carries a memorandum in its current issue on the bill's constitutionality.

Prepared by Elizabeth Smart, an attorney for the national W.C.T.U., the article cites court decisions to prove the point that the U. S. has jurisdiction in the matter. As an example of what Congress has already done to prohibit certain types of advertising, Miss Smart points out Sec. 316 of the Communications Act of 1935 which prohibits the use of radio for advertising lotteries.

CANADIAN BROADCASTING Corp. has entered 28 programs in the 12th annual exhibition of educational radio programs at Ohio State U., Columbus, April 30-May 3. Included is CBC's first commercial program entry, "What's Your Beef?" sponsored by Whitehall Pharmacal (Anacin).

Nielsen Radio Index Top Programs

FOR THE REPORT WEEK OF FEB. 15-21, 1948

RANK OF TOP PROGRAMS

- Type E-1: Evening, Once-A-Wk., 15-60 Min.
- Type E-5: Evening, 2 to 5-A-Wk., 5-30 Min.
- Type D-1: Day, Sat. or Sun., 5-60 Min.
- Type D-5: Day, 2 to 5-A-Wk., 15-30 Min.

	TOTAL AUDIENCE					AVERAGE AUDIENCE				
	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
E-1	1	1	Lux Theatre	40.1	+3.2	1	1	Lux Theatre	32.9	+4.0
	2	3	Amos 'n' Andy	30.9	+1.2	2	2	Fibber McGee	26.3	−1.3
	3	7	My Friend Irma	30.9	+4.7	3	3	Amos 'n' Andy	24.4	+0.3
	4	2	Fibber McGee	30.3	−2.8	4	6	Truth or Conseq.	23.7	+1.1
	5	6	Truth or Conseq.	28.9	+2.7	5	8	My Friend Irma	22.7	+1.6
	6	4	Bob Hope	27.3	−1.7	6	4	Bob Hope	22.7	−1.4
	7	9	Godfrey's Scouts	26.7	+1.0	7	7	Godfrey's Scouts	21.5	−0.2
	8	11	Fred Allen	26.6	+1.4	8	5	Charlie McCarthy	20.9	−1.7
	9	5	Charlie McCarthy	26.5	−0.9	9	12	Fred Allen	20.7	+1.3
	10	8	Fitch Bandwagon	25.9	−0.2	10	14	Big Town	20.6	+1.6
	11	12	Life of Riley	25.6	+0.8	11	9	Mr. District Attorney	19.9	−0.5
	12	16	Big Town	25.5	+1.8	12	11	Jack Benny	19.7	−0.3
	13	13	Duffy's Tavern	25.4	+0.6	13	18	Duffy's Tavern	19.2	+0.8
	14	14	Mr. District Attorney	25.1	+0.4	14	20	This is Your FBI	19.1	+1.2
	15	10	Jack Benny	24.8	−0.6	15	19	Screen Guild Players	18.6	+0.3
	16	NR	Screen Guild Players	23.7	+1.2	16	13	Red Skelton	18.6	−0.6
	17	18	Red Skelton	23.7	+0.2	17	15	Life of Riley	18.5	−0.3
	18	NR	Inner Sanctum	22.8	+1.5	18	10	Fitch Bandwagon	18.4	−1.7
	19	NR	Blondie	22.7	+1.6	19	NR	Baby Snooks Show	17.9	+1.3
	20	..	Your Hit Parade	22.4	..	20	NR	Blondie	17.6	+0.6
E-5	1	1	Lone Ranger	20.9	+1.2	1	1	Lone Ranger	16.6	+1.0
	2	2	Bill Henry News	13.9	−1.1	2	2	Bill Henry News	12.7	−0.9
	3	NR	Edward R. Murrow	13.0	+0.9	3	NR	Beulah Show	10.3	+0.8
D-5	1	4	Our Gal, Sunday	12.0	−0.2	1	3	Our Gal, Sunday	10.9	−0.1
	2	15	My True Story	11.9	+1.4	2	1	Backstage Wife	10.6	−1.2
	3	3	Arthur Godfrey	11.9	−0.4	3	2	Right to Happiness	10.2	−1.3
	4	1	Backstage Wife	11.5	−1.2	4	9	Big Sister	10.2	+0.3
	5	2	Right to Happiness	11.5	−0.9	5	11	Ma Perkins (CBS)	10.1	+0.4
	6	NR	Wendy Warren	11.4	+1.0	6	4	Stella Dallas	9.8	−1.1
	7	10	Big Sister	11.2	+0.2	7	NR	My True Story	9.6	+0.9
	8	12	Ma Perkins (CBS)	11.1	+0.2	8	6	When Girl Marries	9.6	−0.8
	9	5	Stella Dallas	10.9	−1.3	9	10	Arthur Godfrey	9.4	−0.4
	10	7	When Girl Marries	10.7	−1.0	10	NR	Wendy Warren	9.4	+0.8
	11	9	Rom. Helen Trent	10.6	−0.4	11	7	Rom. Helen Trent	9.4	−0.7
	12	14	Road of Life	10.5	−0.2	12	NR	Aunt Jenny	9.3	+0.4
	13	NR	Rosemary	10.4	+0.6	13	14	Road of Life	9.0	−0.2
	14	NR	Aunt Jenny	10.2	+0.3	14	NR	Rosemary	9.0	+0.4
	15	6	Young Widder Brown	10.2	−1.7	15	5	Young Widder Brown	9.0	−1.8
D-1	1	1	True Detective Myst.	18.7	+2.2	1	1	True Detective Myst.	16.0	+2.3
	2	4	Grand Central Station	16.8	+1.4	2	3	Grand Central Station	14.0	+1.3
	3	NR	House of Mystery	16.4	+1.6	3	2	The Shadow	13.2	0.0
	4	NR	Armstrong Theatre	16.0	+2.9	4	NR	Armstrong Theatre	12.6	+1.9
	5	NR	David Harding	16.0	+3.1	5	NR	House of Mystery	12.4	+1.8

KEY TO SYMBOLS—(NR) Not ranked in "Top Programs" in preceding report.

CANADA RADIO

CKLW Windsor Is Third Raised to 50 kw

THIRD independent Canadian station to be granted power boost to 50 kw is CKLW Windsor-Detroit, it was announced at Ottawa March 22 following CBC board of governors meeting March 18-20.

Second French-language station for Western Canada was also authorized at this meeting, with Radio Edmonton being recommended for a license for 5 kw on 630 kc. Like CKSB St. Boniface, new Edmonton station will be owned by large group of local citizens.

CKDO Oshawa has been authorized to make a change in its ownership, with Walter Dales of Montreal, becoming chief owner; T. W. Elliott, Oshawa, retaining his share of station, and J. G. Johnston and R. G. Everson, public relations counsel of Toronto, becoming new minority shareholders. FM license for 745 w is being recommended for the *Hamilton Spectator*, daily newspaper, Hamilton, Ont., and affiliated with Canadian newspapers owning AM stations CJCA Edmonton, CFAC Calgary, and CKCO Ottawa.

In recommending CKLW Windsor for increase from 5 kw to 50 kw on 800 kc, CBC board pointed out that recommendation was made to provide protection for present coverage against possible encroachments from stations in other countries; that with new directional antenna there will be relatively little increase in extent of land coverage of CKLW and that increase will not adversely affect other Canadian stations.

CFAB Windsor, N. S., has been granted a change in corporate name, with new owner being Evangeline Broadcasting Co. Ltd., and station has been recommended for 250 w relay transmitter on 1490 kc at Kentville,, N. S., because of unusual conditions of terrain.

FM stations were recommended by the CBC board to the Department of Transport for licensing at Simcoe, Ont., to the Pearce Pub. Co., with 367 w; CFJC Kamloops, for FM station of 250 w; and to CJCA Edmonton, for 281 w. CBC board points out its policy is to recommend granting FM licenses to all operators of AM stations to introduce FM to Canada.

The Department of National Defense, Ottawa, has been recommended for 100-w transmitter at Dawson, Yukon Territory, to give service to military personnel and civilians in isolated area. Similar stations are in operation at Watson Lake and Whitehorse, Yukon, at Fort Nelson, B. C., and at Churchill, Man.

New corporate name of Radio Rouyn - Abitibi Ltd., operating CHAD Amos, CKVD Val d'Or and CKRN Rouyn, is Northern Radio-Radio Nord Inc., with new owners being D. A. Gourd, J. J. Gourd and R. Charbonneau. CJIB Vernon, B. C., has changed ownership from Schroter Bros. to C. H. Pitt, J. T. Mutrie, W. E. McCubbin and H. J. Davies.

New Quebec Station

New AM station at Shawinigan Falls, Que., is to operate on 1220 kc instead of 1470 kc, CBC board approved, and CFRN-FM is allowed to change in frequency from 92.7 to 100.3 mc. Emergency transmitters are granted licenses for CFOS Owen Sound, CKBI Prince Albert, and CJLS Yarmouth.

CBC board recommended to Department of Transport that all existing licenses of AM and FM stations be renewed for fiscal year starting April 1, following a review of station operations by CBC. The review showed an improvement in program patterns of a number of stations. Board also recommended that shortwave licenses of independent Canadian AM stations be renewed only provisionally pending decisions of the Mexico City conference next October. Affected are CKRC Winnipeg, CFCF Montreal, CFRB Toronto, CFCN Calgary, CHNS Halifax, CJCB Sydney CKWX Vancouver and CJCA Edmonton.

Press Wireless Purchase Sought by Jefferson Co.

JEFFERSON Standard Broadcasting Co., licensee of WBT Charlotte, N. C., has filed with the bankruptcy referee in New York District Court for purchase of Press Wireless for $140,000.

Before the current transaction, Jefferson Broadcasting Co. was preferred stockholder in Press Wireless and now has "temporary possession" of the Press Wireless manufacturing plant at Hicksville, Long Island, N. Y.

TOTAL billings at WNBC New York showed 37% rise over same period in 1947, the station announced last week. Volume of local business doubled during first quarter of 1948, with total billings for March alone higher than for any previous March in station's history, according to WNBC.

Our Famous

"QUIZ OF 2 CITIES"

America's No. 1 Local Show Is Selling Rapidly Everywhere But There are A Few Markets Still Available. Write Today!

AL BUFFINGTON CO.

2104 North Charles St.
Baltimore 18, Md.

The Largest Producer of Radio Spots, Shows and Television in This Part of the Country!

FIRST... WHERE THERE'S MOST!

WJDX

NBC AFFILIATE IN **Jackson** MISSISSIPPI

Mississippi leads all four neighboring states in gains made in manufacturing employment from 1940 to 1946. Mississippi had an increase of 47.7 per cent, as compared with a national average of only 33.3 per cent.

5000 - DAY
1000 - NIGHT

18 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

IRE

(Continued from page 15)

which prevents listeners from obtaining true fidelity. Mr. DeRosa explained a theory based upon a mathematical analysis of phase distortion.

A new "circular polarization" antenna system for FM and television, said to increase vastly station coverage of thousands of home receivers, was discussed by A. G. Kandoian of Federal Telecommunication Laboratories. The antenna, he said, radiates two types of polarization—vertical and horizontal.

M. Silver and H. French, also of Federal, delivered a paper on relay transmission of high quality, noise-free FM and video programs from city studios or "on-the-spot" broadcasts to a suburban transmitting station. The relay, they said, is by means of a microwave radio link, which would carry the "fine natural tones" present at a broadcast's origination. The operation would be in a new frequency band allocated by the FCC.

A number of other papers were presented on various phases of nuclear studies; also papers on amplifiers, radio systems, electronic tube design and manufacture, transmission, etc. A symposium on nuclear science was held Tuesday evening by a panel of experts from the Atomic Energy Commission and Research and Development Board of the Dept. of Defense.

A second symposium was conducted Wednesday morning on "Advances Significant to Electronics."

Television Session

During Wednesday afternoon's television session, T. T. Goldsmith Jr. and R. P. Wakeman of DuMont Research Laboratories said their recent field survey of New York video stations indicated that television reception is not restricted to line of sight. "That there is sufficient signal to produce satisfactory television pictures far beyond the horizon—even 125 miles from the transmitter—has been demonstrated frequently," the scientists said. However, they cautioned against channel interference in long-distance reception.

Andrew Alford and G. J. Adams, of Andrew Alford Laboratories, described a new method called "a picture modulated r. f. generator for video receiver measurements." The speakers said it will enable a manufacturer far removed from the television station to test his receivers with picture signals free from noise and interference.

Mr. Alford and Mr. Adams, who termed the device a forerunner of low-cost television service test equipment, also presented theories, microwave model studies and wholescale measurements of reflections from tall buildings—all designed to simplify the problem of selecting the best possible site for a video station.

Color Video

Color television was discussed by F. J. Bingley, Philco Corp., in a paper titled "The Application of Projective Geometry to the Theory of Color Mixture." It provides, the speaker said, "a new theoretical tool for engineers to use in solving several basic problems in color television."

Recipients of top IRE and fellowship awards were honored at the banquet Wednesday night, at which Dr. Willis Jackson was the guest speaker. Dr. Jackson is with the department of Electrical Engineering, Imperial College of Science and Technology, London, England. Dr. Baker, the retiring president, spoke on "Radio—Electronic Frontiers," Dr. Alfred N. Goldsmith and John V. L. Hogan, IRE founders, spoke on "Frontiers, Then and Now." Max Balcom, president of the Radio Manufacturers Assn., also spoke. Dr. William L. Everitt, of the department of electrical engineering, U. of Illinois, was toastmaster.

Thursday's sessions were devoted to technical discussions of electronic computers, recent studies of radio wave propagation, microwaves, and other subjects.

WTMJ-TV Milwaukee has added indoor swimming to its sports coverage. First swimming telecast was presented March 19 when station carried U. of Wisconsin - Milwaukee Athletic Club meet.

Josh Higgins "MAYOR" of the KXEL Rural City says:

KXEL HAS CHANGED LISTENING HABITS IN IOWA

In the new Conlan survey KXEL listening runs up to 9.6% more of the total listening homes surveyed than all other stations combined.

KXEL—50,000 watts

Josh Higgins Broadcasting Company

WATERLOO, IOWA

Represented by Avery-Knodel, Inc.

DEFENSE

AS ALARMING world events continued to lend impetus to formation of key national defense organizations, the nation's new chief of civil defense planning last week revealed that "radio and other communications will be the backbone for getting all activities underway."

In the wake of stepped-up organization in the Communications Division of the National Security Resources Board [BROADCASTING, March 22], Russell J. Hopley, of Omaha, president of Northwestern Bell Telephone Co. and now on six months leave of absence, assumed office March 22 as the new director of the National Defense Dept.'s Civil Defense Planning Unit.

At a news conference the following day Mr. Hopley told newsmen that "we need a fire department to respond when and if the conflagration comes."

Framework for the new unit will be developed in the next few months during an overall study of fundamental factors in the defense program. The organization for the present will be restricted to a small nucleus, devoting itself to the study of reports, World War II plans and other material.

"It will be the effort of any enemy," Mr. Hopley warned, "to make our cities inoperative. It will be the duty of our citizens . . . to do their best to see this does not happen and, as far as possible, to keep factories and utilities operating. Since we probably will be attacked without warning in any future war, we must be ready to act if such an attack comes."

Mr. Hopley told newsmen that despite scientific advancement our authorities believe damage can be reduced by prompt organized civilian action and that community life can, to a considerable degree, be restored quickly in the event of an attack.

Urgency Stressed

The urgency of civilian preparation was indicated by the new defense official when he recommended that local disaster and defense groups start organizing immediately without awaiting explicit directions from his unit.

Mr. Hopley visualized a network comprised of "radio, shortwave, telephone and other systems of communications" to serve as an alarm system and medium for passing instructions to the civilian populace during any emergency.

He indicated that after preliminary plans had been drawn, leaders from every vital American industry, including radio, would be called before the planning unit to offer advice.

In addition to drafting a civilian defense blueprint, the unit will recommend legislation to Congress and implement defense plans.

Meanwhile, despite longer periods of daylight a vastly increas number of government windo cast their light over Washing as agencies gear their plans contingencies.

Among midnight oil-burners w the National Security Resour Board, upon which national sec ity will rest so heavily, by virt of distance-conquering scient developments, the nature of t agency's duties and other facto

The agency was created und the National Security Act of 19 to advise the President on polic concerning industrial, military a civilian mobilization, utilization manpower, industrial and natur resources and other safeguards be considered in case of war.

World Affairs Prompted

NSRB Chairman Arthur M. H recently borrowed from the Gre hound Corp., where he is chairm of the board of directors, ackno edged during a speech in Pitt burgh March 25, that prevailin high tension in world affairs h hastened development of his pe manent civilian agency.

Leighton H. Peebles, World W II director of the War Productio Board's Communications Divisio has returned to Washington, a cording to reliable sources, and niche is being cut for him withi the NSRB structure. There heavy speculation in Washingto circles that he will head the Com munications Division. As such h would also be designated as a spe ial assistant to the chairman.

Efforts also are being extende to fill out the NSRB staff, whic will aggregate approximately 35 persons, with the possible inclusio of a radio section chief in the Com munications Division, according authoritative sources.

It is anticipated that about 1 leaders in radio will be named a an advisory committee to offer ad vice to the Communications Di vision director.

Radio to Play Big Ro In Security Setup

ATAS Committees

COMMITTEE appointments fo the Academy of Television Arts and Sciences were announced las week by Charles Brown, KFI Lo Angeles program director and new ly-elected president.

Membership: Ronnie Ames, Interna tional Recording Studios; Program Leon Benson, J. Walter Thompson Co Los Angeles; Publicity: David Lipton advertising and promotion manager Universal International Studios; Film Edward Nassour, president of his own independent studios; Station Opera tions: Ray Monfort, technical director of the Los Angeles Times televisio operations; Awards: Robert Packham Newell Emmett Co.; Finance: Orvill Engstrom, visual department, Glendal Public Schools; Technical: Wes Turner Video Broadcasting Co.; Education: Al lison J. McNey, audio visual director Los Angeles city schools.

CBS is to air "Nora Drake" as sustainer from April 12, when show switches from NBC, until May 10, when Toni Co. picks up sponsorship. To be heard on CBS Mon.-Fri., 2:30-2:45 p.m.

Coy

(Continued from page 15)

more rapid developments in this area."

"It is an urgent matter," he continued. "Soon all presently available frequencies will be assigned. Even then many people who want television service and who should have it will not be able to get it. Hundreds of broadcasters who want to get into the television business will not be able to do so. Are you and we going to sit heavily while this happens?"

He noted that FCC already had called atention both to "the present inadequacy of channels" and to "the importance of adequate experimentation in this high band."

First Major Speech

Mr. Coy, making his first major speech as FCC chairman, was preceded on the luncheon program by ceremonies in which the presidential gavel was given to Dr. Benjamin E. Shackelford, director of the license department of RCA International, by Dr. W. R. G. Baker, junior past president, who is General Electric vice president in charge of Electronics Park, Syracuse. Approximately 500 persons attended the luncheon, held annually in honor of the new president of IRE.

Besides conflicts over channel space, Mr. Coy said, "we have fundamental technical problems that must be solved if we are to utilize the upper radio spectrum in all parts of the country." He cited spurious emissions and unwanted harmonic radiations, declaring that unless there is a "relentless war" against these interferences "we cannot expect to utilize" the higher frequencies "without serious restrictions on the geographical location of stations."

He continued:

I should like to impress upon you the seriousness of this problem and ask you, as engineers, to consider as incomplete any transmitter design which fails to include adequate provision for such suppression. As to receiver design, it is evident that many present broadcast receivers in particular are deficient in regard to the suppression of oscillator radiations and in selectivity. Perhaps your efforts and ingenuity will result in simpler and more effective methods than are now available and we may look forward to having them described in the pages of "Proceedings of the IRE" in the not too distant future.

Emphasizes Planning

Mr. Coy's address emphasized the importance of long-range planning and referred particularly to planning in the international allocations field as well as in the domestic uses of frequencies above 30 mc.

The next generation's need for the radio art "will be even greater than ours," he said, adding:

The events of the past few days give a special urgency for the kind of radio preparedness I am talking about. If we needed another reason for putting our radio house in order, we have it in the President's special message to Congress. Any effort we make today toward broad-gauge planning will pay rich dividends tomorrow in accelerated progress for the radio industry as a whole and in terms of greater national security.

Mr. Coy addressing IRE

Chairman Coy told the engineers that "the spirit of mutual understanding and cooperation has always been a touchstone of progress in radio technique. Our past successes augur well for the future."

He lauded the work of the International Telecommunications Conferences at Atlantic City last summer, outlining the conferences yet to be held and work to be done to implement the Atlantic City allocations principles.

Change-Over Date

Sept. 1, 1949, he noted, is the date when the Atlantic City Radio Regulations are due to become "completely effective," marking the "change-over from the old freqencies and the old regulations which were adequate when they were adopted at Cairo 10 years ago, but have since been outmoded by the accelerated speed of recent technical developments."

In the Atlantic City decision to allot frequencies to stations of the various countries according to engineering principles, he said, "the radio engineers of the world realized a dream of years."

He said "you can see that we can soon bring order out of chaos in the field of international radio." To help accomplish this, he pointed out, 15 international radio conferences are slated this year.

NEW DIVISION OF IRE DISCUSSED BY GROUP

FORMATION of a broadcast engineering group as a separate study division of IRE was discussed by 25 engineers attending last week's convention. If established, the group would be one of many envisioned by the IRE professional committee and recommended to the board of directors.

Engineers recommended that details of the plan should be circulated among AM, FM, television, audio, international and facsimile broadcasters, who would be requested to submit comments on the formation. A follow-up meeting on the plan is scheduled during the NAB May convention in Los Angeles.

Royal V. Howard, director of the Department of Engineering for NAB, directed the meeting.

Musicians' Welfare Fund Meet Slated

Rep. Kearns to Call in Artists And Broadcasters This Week

BROADCASTERS and artists will be called in this week for conferences with Rep. Carroll D. Kearns (R-Pa.), author of a plan whereby stations and juke box owners would finance a musicians' welfare fund by payment of "token revenue" on the use of records.

The plan was originally introduced by Rep. Kearns the first of the year [BROADCASTING, Jan. 12], but the congressman's preoccupation with hearings into Hollywood's jurisdictional labor troubles until last week, when they were recessed, prevented him from formally presenting his plan in bill form.

Among those who will be called in to confer on his proposal, Rep. Kearns told BROADCASTING, will be representatives of stations, recording companies and artists. Since he expects to be gone much of next week on a speaking tour, the Pennsylvania legislator hopes to hold most of the necessary meetings this week.

The tentative schedule, according to Rep. Kearns, calls for intermittent conferences until about April 12 and then introduction of the bill on April 13 or 14.

There has been revision of his original draft. Rep. Kearns said, but the basic idea of changing the copyright laws to allow musicians to collect a royalty each time their records are played commercially remains the same. One change in the current version is an inclusion of the mechanics of the plan in place of a generalized objective. Other changes are expected to occur as a result of the coming conferences.

Payments would be made directly to the bands and leaders involved and they in turn would pay the union a specified sum for the welfare fund. And under the original version, there would be no policing or check on the exact number of times a record is played, but instead a mutual agreement would be effected by the parties concerned.

Stations and juke boxes would be limited to use of records marked "for commercial use only." The royalty would be paid each time the record is played.

WPAB Hearing Set

HEARING on license renewal of WPAB Ponce, P. R., has been designated for May 5, FCC reported last week. Station's license renewal application had been ordered for hearing on program and other issues last December [BROADCASTING, Dec. 22, 1947]. WPAB is one of about 10 stations which have been set for hearing since issuance of the Commission's Blue Book in March 1946. Station's license has been extended to June 1 pending hearing.

ABC STATION GROUP TOURS WFIL, WFIL - TV

OFFICIALS from 11 ABC affiliated stations within the network's District 1 visited Philadelphia March 19 to inspect the facilities of WFIL and WFIL-TV. The tour was arranged by Roger W. Clipp, general manager of the *Philadelphia Inquirer* stations and chairman of ABC's stations planning and advisory committee.

Following a luncheon at the Penn Sheraton Hotel, the group visited the recently-completed WFIL-TV studio and office building at 46th and Market Sts., and the new WFIL transmitter in Whitemarsh Township, Pa. *Inquirer Television Newsreel*, prepared exclusively by members of WFIL-TV's newsreel staff, and staging of a studio program were witnessed by the group.

Among those who inspected the facilities were: Roy F. Thompson, WRTA Altoona, Pa.; F. H. Brinkley, general manager, WILM Wilmington, Del.; E. S. Whitlock, manager, WRNL Richmond, Va.; J. H. L. Traufelter, vice president and treasurer, WFBR Baltimore; F. H. Altdoerffer, president, WLAN Lancaster, Pa.; Richard W. Davis, general manager, and Rudy Frank, promotion director, WELI New Haven, Conn.; C. Glover Delaney, manager, WTHT Hartford, Conn.; Stephen R. Rintoul, WXKW Albany, N. Y.; Irving F. Teetsell, general manager, WFPG Atlantic City, N. J.; Clifford M. Chafey, general manager, WEEU Reading Pa.; Walter J. Rothensies, general manager, WSBA York, Pa.; Ernest L. Jahncke and Otto C. Brandt, both of the ABC station relations department.

Conducting the group on the tour were: Mr. Clipp; Kenneth W. Stowman, director of television; Louis E. Littlejohn, chief engineer; and James T. Quirk, director, advertising and promotion.

Eight More Asking Television Grants

Hearst Radio Applies for Station In Milwaukee

APPLICATIONS for eight new comercial television stations, three of which represent new interests in the radio station ownership field, were filed last week with FCC.

Hearst Radio Inc., permittee of WBAL-TV Baltimore and licensee of WBAL Baltimore and WISN Milwaukee, requests Channel 10 (192-198 mc) in the latter city. Hearst Pub. Co. owns WCAE Pittsburgh which has request for Channel 10 (192-198 mc) pending.

Central Broadcasting Co., licensee of WHO Des Moines and affiliated in ownership with WOC Davenport, Iowa, seeks Channel 5 (76-82 mc) at Davenport. Central Broadcasting earlier had filed for video in Des Moines, asking Channel 9 (186-192 mc) [BROADCASTING, March 1].

The new applicants, facilities requested and ownership, include:

Birmingham, Ala.—Birmingham News Co., Channel 9 (186-192 mc), effective radiated power 25.8 kw visual, 12.8 kw aural. Total estimated cost $192,500, first year operating cost $120,000, revenue $70,000. Applicant is licensee WSGN and permittee of WSGN-FM that city.

Davenport, Iowa—Central Broadcasting Co., Channel 5 (76-82 mc), 22.9 kw visual and aural. Initial cost $288,347, first year operating cost $200,000, revenue $72,000. Applicant is licensee of WHO Des Moines and permittee of WHO-FM that city. Applicant also owns 25% of KMA Shenandoah, Iowa. B. J. Palmer, president and 8.45% owner of Central Broadcasting, and his son, D. D. Palmer, vice president-treasurer and 57.8% owner of Central, each owns 50% of WOC and WOC-FM Davenport. Mrs. B. J. Palmer is 7.55% owner in Central Broadcasting and some 10% more is held in family trusts.

Fresno, Calif.—Donroy Broadcasting Co., Channel 4 (66-72 mc), 15 kw visual, 7.5 kw aural. Initial cost $154,352.07, first year operating cost $120,000, revenue unknown. Co-partnership: Don K. Hankey and LeRoy Hillman, who together equally own California Rent Car, auto rental agency. Donroy in January filed for Channel 8 (180-186 mc) at San Diego but withdrew rather than enter consolidated hearing with Jack Gross Broadcasting Co., licensee of KFMB San Diego. KFMB subsequently was granted Channel 8 (180-186 mc). Donroy also is AM applicant in San Diego.

Milwaukee—Hearst Radio Inc., Channel 10 (192-198 mc), 30 kw visual, 16 kw aural. Initial cost $364,438, first year operating cost $208,000, revenue unknown. Applicant is licensee WISN Milwaukee and WBAL Baltimore and is permittee of WBAL-TV Baltimore. Hearst interests also include WCAE Pittsburgh.

Minneapolis—Beck Studios Inc., Channel 7 (174-180 mc), 18 kw visual, 9 kw aural. Initial cost $215,000, first year operating cost $96,000, revenue unknown. Beck Studios operates Beck School for Radio. Joseph H. Beck, onetime director of television for WTCN Minneapolis, is president and treasurer and 50.02% owner. William E. Gage is vice president and 49.98%. Twin-City Television Lab., instruction unit of school, in December leased 11,000 sq. ft. in Lyceum Theatre Bldg. for station operations and obtained priority on use of Lyceum stage as well as video rights to legitimate productions there [BROADCASTING, Dec. 22, 1947]. TV station staff to include Ernest Colling, director of Beck's video training laboratory, program director; Walter E. Teschan, theatrical producer and radio actor, assistant program director, and Sigurd J. Dahlquist, chief cameraman for TV school, to hold same position at station.

Richmond, Va.—Larus & Bro. Co., Channel 10 (192-198 mc), 23.5 kw visual, 11.75 kw aural. Initial cost $273,575, first year operating cost $60,000, revenue $10,000. Programming: 55-60% commercial. Applicant is licensee of WRVA Richmond and permittee of FM stations WRVB Richmond and WRVC Norfolk, Va.

Tulsa, Okla.—George E. Cameron Inc., Channel 6 (82-88 mc), 16.55 kw visual, 8.53 kw aural. Initial cost $201,800, first year operating cost $50,000, revenue unknown. George E. Cameron Jr., independent oil producer and sole owner of applicant corporation, has agreed to assign M. H. Alvarez and John B. Hill each 15% interest for services rendered.

Utica, N. Y.—Copper City Broadcasting Corp., Channel 13 (210-216 mc), 15 kw visual, 11.3 kw aural. Initial cost $205,000, first year operating cost $50,000, revenue unknown. Applicant is licensee WKAL Rome, N. Y., and permittee of WKAL-FM that city.

WTTG Washington, DuMont video outlet, last week requested modification of its permit to increase effective radiated power from 5.62 kw visual and 3.42 kw aural to 17.9 kw visual and 10.75 kw aural. WTTG also would move its transmitter site from downtown Washington across the Potomac River into nearby Virginia. In January WTTG's application for extension of completion date and for license was designated for hearing by the Commission to determine whether the station has been "diligent" in proceeding with construction [BROADCASTING, Jan. 19].

ATTENTION TIMEBUYERS!

Statistics are fine . . . and ratings are fine. We're *for* them, and we can show you some terrific ones. But *concrete proof of purchase* is *tops* in the final analysis!

9 SINGLE PROGRAMS ON

STATION WORC — Worcester, Mass.

Produced

95,350 BREAD WRAPPERS

THESE* STATISTICS *PAY OFF!

RADIO STATION WORC, WORCESTER, MASS.

BASIC ABC AFFILIATE

Represented by WEED & Co.

REVOCATION

KICD Spencer, Iowa, Cited by FCC

REVOCATION of the license of KICD Spencer, Iowa, effective April 15 was ordered last week by FCC on grounds of alleged misrepresentation of financial data by Ben B. Sanders, president and principal owner. It is the second such action taken by FCC within a month.

The Commission charged Mr. Sanders with "willfully" concealing and misrepresenting his financial qualifications in 1945 when he purchased 64% interest in KICD from L. W. Andrews for $19,000. The data allegedly concealed is a loan in that amount from J. Harold Smith, Knoxville evangelical minister.

It was in a hearing of alleged misrepresentation by Rev. Smith in acquiring the construction permit for WIBK Knoxville that the loan to Mr. Sanders came to the FCC's attention. Rev. Smith testified on the matter before Comr. Clifford J. Durr who presided over the investigation. A decision in the WIBK case is forthcoming [BROADCASTING, Oct. 27, Nov. 24, 1947].

A Mutual and Iowa Tall Corn Network affiliate, KICD operates on 1240 kc with 250 w, fulltime.

FCC on Feb. 27 reported revocation of the construction permits held by Albert B. Pyatt for KGAR and KGAR-FM Garden City, Kan., for alleged misrepresentation in financing similar to the KICD case [BROADCASTING, March 1].

Incorrect Data Admitted

The Commission indicated that should a written application be filed by KICD for hearing on the matter by April 14, the order would be suspended until conclusion of the proceeding. The order stated that in the April 1945 transfer of control of KICD Mr. Spencer represented his net worth to be $27,590. This figure subsequently was amended, FCC continued, to show that as of Jan. 31, 1945, his net worth was $23,764.40 with no liabilities other than household obligations totaling $285.60.

FCC's order related that on Dec. 8, 1947, Mr. Sanders acknowledged under oath that the data was incorrect and that he actually was indebted to Rev. Smith for $19,000. The proceeds of this personal loan, according to the Commission, were used to buy the stock from Mr. Andrews.

The "indebtedness to J. Harold Smith was willfully concealed from the Commission and misrepresentations made in lieu thereto," FCC said, which if known at the time would have been sufficient to warrant denial of the transfer.

Mr. Sanders at the time he acquired the KICD control had been commercial representative of WNOX Knoxville, one of the several stations which had refused to continue carrying Rev. Smith's broadcasts. The evangelist was on WNOX from July 1941 to April 1946. It was after being denied further time on WNOX that application for WIBK was filed.

McCarthy Leaving KQW for TV Station

Is Named General Manager Of Television California

C. L. McCARTHY, vice president and general manager of KQW San Francisco for fourteen years, on March 24 announced his resignation effective April 1. He is selling his interest in the station to the Brunton family. Ralph R. Brunton, president of KQW, CBS outlet, stated that there will be no immediate replacement.

Mr. McCarthy

Mr. McCarthy is to become general manager of Television California, applicant for a commercial television station at San Francisco on TV Channel 11.

Television California is principally owned (90%) by Edwin W. Pauley, former special assistant to Secretary of the Army Kenneth Royall and onetime aide to the late President Roosevelt. In addition to his San Francisco television application he has been reported negotiating for purchase of Mrs. Dorothy Thackery's KLAC Los Angeles and KYA San Francisco for about $1,000,000 [CLOSED CIRCUIT March 22]. KLAC has a video grant.

The company plans to erect a transmitter at Mount San Bruno near San Francisco with main studios in the downtown section of city. Plans call for a program of engineering research in the higher frequencies and program research to determine the program desires of residents of the Bay Area.

Before joining KQW, Mr. McCarthy was affiliated with NBC for a number of years, in San Francisco and New York.

CBS-Garden TV Contract

CBS last week announced the signing of its third consecutive annual contract with Madison Square Garden for television rights to sporting events and other activities in the New York arena. It was understood that CBS paid about $100,000 for the video rights although the network would not confirm this figure. CBS owns 3% of the Garden stock. The contract extends to April 1949.

220-225 mc to Hams

AMATEUR operators in addition to presently assigned frequency bands will also be given 220-225 mc under proposed amendment to Part 12 of the FCC's rules announced last week by the Commission. The grant will be made under conditions to prevent interference to present British and Canadian temporary operations with radar distance measuring equipment, FCC said. Temporary radar use is valid until Jan. 1, 1952.

AP, UP, INS Set Air Release Times

Services Seeking to 'Prevent Discrimination'

AN AGREEMENT among the three major news associations, AP, INS and UP, to "prevent discrimination against radio" in fixing release dates on stories transmitted for advance release was announced last Friday.

The three services announced that henceforth when a source stipulated a release for morning newspapers, the story on the wires would be slugged for release at 7 p.m., Eastern Time, and when released for afternoon papers, the story will carry a slug for release at 7 a.m., Eastern Time.

The agreement covered all news material and pictures and was signed by Phil Newsom, radio news manager for UP; Alan Gould, assistant general news manager for AP, and Philip G. Reed, managing editor of INS.

Text of a portion of the agreement follows:

"The three services agree:

"(1) They will accept such advance material on condition that the stipulated release does not discriminate between newspapers and radio. In cases of such discrimination (i. e., a later release time for either one or the other), it should be standard practice to recognize the earlier release, which is fair to both media.

"(2) When the source stipulates release to a.m. newspapers, the material will carry a slug to show that it is for release at 7 p.m., New York time. When the source stipulates release to p.m. newspapers, the material will carry a slug to show that it is for release at 7 a.m., New York time. The source will be advised of this understanding.

"(3) Whenever there is a deviation from this policy, the three services shall consult to determine joint action.

"(4) In addition to these specific points, the three services will undertake to point out to all news sources the inequities of different release hours for newspaper and for radio on any one piece of copy. They will press persistently for a specific fixed hour of release to all mediums as the fairest procedure."

Cohen Is Promoted

PHILIP H. COHEN, who has been with Sullivan, Stauffer, Colwell & Bayles, New York, since its formation, as New York radio head, has been elected a vice president. Prior to his affiliation with SSC&B, Mr. Cohen was with Ruthrauff & Ryan, New York. During the war he was domestic director of radio for the Office of War Information.

Mr. Cohen

CBS Clinic

(Continued from page 18)

who plan to attend the clinic follows:

Allen T. Simmons, WADC Akron; L. W. Milbourne, WCAO Baltimore; I. R. Lounsberry, WGR Buffalo; William Dolph, WMT Cedar Rapids; Hulbert Taft Jr., WKRC Cincinnati; G. A. Richards, WGAR Cleveland and WJR Detroit; Richard A. Borel, WBNS Columbus, Ohio; James M. Cox Jr. and Leonard Reinsch, WHIO Dayton; Kingsley Murphy, KSO Des Moines; John F. Patt, WGAR; Conrad Noll Jr., WJR; F. M. Doolittle WDRC Hartford, Conn.; Harry M. Bitner Sr. and Harry M. Bitner Jr., WFBM Indianapolis and WEAO Evansville, Ind.

Arthur B. Church, G. L. Taylor and Dupuy Warrick, KMBC Kansas City; Lisle Baker Jr. and Victor Sholis, WHAS Louisville; Harry Burke, KFAB Omaha; Dr. Leon Levy and Ben Larson, WCAU Philadelphia; William Cherry Jr. and Arnold F. Schoen, WPRO Providence; Gunnar O. Wiig and Herbert W. Cruickshank, WHEC Rochester, N. Y.; Oscar F. Soule and S. Woodworth, WFBL Syracuse; William A. Ripple, WTRY Troy, N. Y.; A. R. Hebenstreit, KGGM Albuquerque.

Glenn P. Warnock, WAIM Anderson, S. C.; M. L. Mendelsohn, WBAB Atlantic City; John Fulton, WGST Atlanta; W. R. Ringson, WRDW Augusta; J. C. Kellam, KTBC Austin, Tex.; F. B. Simpson, WABI Bangor, Me.; Virginia N. Cooper, WJLS Beckley, W. Va.; John C. Clark Sr., John C. Clark Jr., Lou Rogers and Cecil D. Mastin, WNBF Binghamton, N. Y.; Thad Holt, WAPI Birmingham; Saul Haas, KDSH Boise, Idaho, and KIRO Seattle; C. P. Hasbrook, WCAX Burlington, Vt.; H. L. Chernoff, WCHS Charleston, W. Va. and KSDJ San Diego; Joseph Bryan, Charles Crutchfield, WBT Charlotte, N. C.; Earl Winger, WDOD Chattanooga; Clyde Rembert and John Runyon, KRLD Dallas; E. C. Hewes, WDAN Danville, Ill.; H. B. Terry, KLZ Denver; Jason S. Gray, WCED Dubois, Pa.; D. LeMasurier, KDAL Duluth.

Dorrance D. Roderick and Val Lawrence, KROD El Paso, Tex.; Allen Haid, WMMN Fairmont, W. Va.; Lawrence Leonard, WFMD Frederick, Md.; C. F. Coombs, KARM Fresno, Calif.; McHenry Tichenor, KGBS Harlingen Tex.; B. F. Orr, KTRH Houston; M. R. Hanna, WHCU Ithaca, N. Y.; Frank King, WMBR Jacksonville, Fla.; John W. Boler, KSJB Jamestown, N. D.; John E. Fetzer, WKZO Kalamazoo, Mich.; Joseph K. Close, WKNE Keene, N. H.; R. B. Westergaard, Mort Watters, Scripps-Howard, WNOX Knoxville; Frank R. Gibson and H. V. Anderson, KLOU Lake Charles, La.; George Rankin, WMAZ Macon, Ga.; A. Rothafel, WFEA Manchester, N. H.; Herbert Ohrt and Leo Barn, KGLO Mason City, Iowa; Hoyt B. Wooten, WREC Memphis.

Stanton B. Kettler, WGBS Miami; G. W. Grignon and E. M. Stoer, WISN Milwaukee; F. E. Busby, WKRG Mobile; G. W. Covington Jr., WCOV Montgomery, Ala.; Phil LaLonde, CKAC Montreal; Arthur Du Pont, CJAD Montreal; J. T. Ward, WLAC Nashville; W. H. Summerville, WWL New Orleans; Joe Bernard, KOMA Oklahoma City; Charles C. Caley and Edgar L. Bill, WMBD Peoria; A. D. Johnson and Roy Cook, KOY Phoenix.

Guy P. Gannett, WGAN Portland, Me.; Harry H. Buckendahl and Howard Lane, Marshall Field Enterprises, KOIN Portland, Ore.; Eugene Carr, WPAY Portsmouth, Ohio; George Arnold Jr. and Walter J. Rothchild, WTAD Quincy, Ill.; R. J. Dean, KOTA Rapid City, S. D.; C. T Lucy, Sam Carey and Barren Howard, WRVA Richmond, Va.; R. P. Jordan, WDBJ Roanoke, Va.; Clyde F. Coombs, KROY Sacramento; Ivor Sharp and C. Richard Evans, KSL Salt Lake City.

Ralph Brunton and C. L. McCarthy, KQW San Francisco; George Coleman, WGBI Scranton, Pa.; John Ewing, W. E. Antony and Henry B. Clay, KWKH Shreveport, La.; Eugene T. Flaherty, KSCJ Sioux City, Iowa; Neal B. Welch, WSBT South Bend, Ind.; Ed Craney and Dick Wheeler, KXLY Spokane; Roger A. Shaffer, WSPA Spartanburg, S. C.; Oliver J. Keller, WTAX Springfield, Ill.; Gerald Harrison and Carl Wheeler, WMAS Springfield, Mass.; G. Pearson Ward, KTTS Springfield, Mo.

E. F. Peffer, KGDM Stockton, Calif.; David E. Smiley and L. S. Mitchell, WDAE Tampa, Fla.; Ben Ludy, WIBW Topeka; J. Elsworth Rogers and Harry Sedgwick, CFRB Toronto; George Cook, KTUC Tucson; J. C. Burwell, WMBS Uniontown, Pa.; Helen Wood, WIBX Utica, N. Y.; Eric Pape, WBRY Waterbury, Conn.; Louis Saiff Jr., WWNY Watertown, N. Y..

William E. Rine, WWVA Wheeling; Kenyon Brown, KWFT Wichita Falls, Tex.; M. M. Murdock, KFH Wichita; E. E. Hill, WTAG Worcester; W. P. Williamson Jr., WKBN Youngstown, Ohio; J. W. Woodruff Jr., WRBL Columbus, Ga.; Paul Porter, Washington, D. C., counsel; Robert G. Magee, WHUM Reading, Pa.

KSL LAWYERS REGISTER UNDER LOBBYING ACT

LATEST radio figures to register under the Lobbying Act of 1946 are Ernest L. and Glen A. Wilkinson, Washington attorneys for Radio Service Corp. of Utah, licensee of KSL Salt Lake City, it was learned last week.

Frank M. (Scoop) Russell, NBC Washington vice president, was the first radio executive to register shortly after Attorney General Clark authorized an overall investigation of lobbying practices [BROADCASTING, Jan. 19 and 26].

Added to the list in later weeks were A. D. Willard Jr. and Don Petty for NAB [BROADCASTING, Feb. 9] and Earl H. Gammons, CBS Washington vice president [BROADCASTING, Feb. 16].

The investigation got under way in Washington last week, where a federal grand jury began a sweeping probe into operations of illegal lobbyists.

Irving R. Kaufman, New York attorney conducting the investigation for the Justice Dept., declined to say whether or not radio interests would be involved.

Camp Named Asst. Mgr. And WQAM Sales Head

APPOINTMENT of Harry Camp, who earlier this month resigned as sales manager of WGAR Cleveland, to the post of assistant manager in charge of sales of WQAM Miami was announced last Thursday by Owen F. Uridge, general manager of the *Miami Herald's* ABC outlet.

Mr. Camp

Mr. Camp, who assumes his new duties today (March 29), left WGAR March 6 after a nine-year tenure as sales manager. Prior to joining the station, he had been in the national advertising department of the *Cleveland Press*. A native of Georgia, Mr. Camp had lived in Florida prior to and after World War I.

Mr. Uridge formerly was vice president and general manager of WJR Detroit, sister station of WGAR. He assumed his Miami post last January.

FCC Authorizes Transfers to Four

CONSENT was granted by FCC last week to four station transfers, including sale of 50% interest in WTTM and WTTM-FM Trenton, N. J., to S. Carl Mark for $165,000.

KOWL Santa Monica, Calif. (1580 kc, 5 kw, day), was granted assignment of permit from Arthur H. Croghan, sole owner, to KOWL Inc., new corporation owned equally by Mr. Croghan as president and Cowboy Movie Actor Gene Autry as vice president. Mr. Autry paid $80,000 for his half-interest.

WMJM Cordele, Ga. (1490 kc, 250 w, day; 100 w, night), was granted assignment of license from Cordele Dispatch Pub. Co. to James S. Rivers trading as Southeastern Broadcasting System. Mr. Rivers, operator of the new WTRR Sanford, Fla. took over management of WMJM in 1941 under agreement whereby he would have option to acquire station upon liquidating its indebtedness. Obligations totaled $17,375 in July 1941 when he assumed operation and during 1941 and 1942 he put $2,650 of his own funds into station. WMJM's net worth in June 1947 was given as $58,212.

WIMS Michigan City, Ind. (1420 kc, 1 kw, day), was granted transfer of control from its six present stockholders, none of whom individually held control, to O. E. Richardson, one of the six. Capital stock issued was increased from 2,000 to 4,000 shares with Mr. Richardson increasing his holding from 29.35% to 51%. He bought 1,453 of the 2,000 new shares which were valued at $15 per share. None of the others now holds more than 14% interest.

In the WTTM transfer, control is switched from Elmer H. Wene to Mr. Mark, director of radio and TV for Al Paul Lefton Inc., New York, since 1943. Mr. Wene, who owned 822 shares (83.87%), sold 393 shares (40%) to Mr. Mark while the other 10% of the 50% transferred came from retiring stockholders Jonas Fitzer, 1.17%; Rick Ellis, 0.97% and John Machise, 7.75%. Charles Bancheri retains his 6.22% interest. Mr. Mark holds an option valid to Oct. 14, 1949, to purchase remaining half-interest at $180,000.

WTTM is assigned 1 kw fulltime on 920 kc.

No Traffic Problems

TRANSPORTATION became quite a problem in some of the river towns during the recent near-flood rampage of the Ohio River. But Jim Millard, chief engineer at WZIP Covington, Ky., licked it single-handed. He just hopped in his skiff and paddled his way to and from work.

At Deadline ...

FCC UPHOLDS 9-MONTH-OLD ALLENTOWN, PA., GRANT

NINE-MONTH-OLD grant to Allentown Broadcasting Co. for new station on 1230 kc with 250 w fulltime at Allentown, Pa. [BROADCASTING, June 30, 1947] was upheld by FCC Friday in opinion denying competing applicants' petitions for rehearing. Petitioners were Easton Publishing Co., Easton, Pa., and Steel City Broadcasting Co., Allentown.

Allentown Broadcasting, whose station will be city's third outlet, is headed by Lewis Windmuller of Washington, D. C., broadcasting and communications veteran, who will be general manager. With his wife, he owns 74% of stock. Other stockholders include Carl H. Butman, Washington radio consultant; Lynne C. Smeby, consulting radio engineer, also of Washington, and a group of local men.

UAW APPLICANT ANSWERS PROTEST OF WCAR PONTIAC

UAW-CIO Broadcasting Corp., competing with WCAR Pontiac for use of 1130 kc at Detroit, told FCC Friday that WCAR "apparently . . . is less interested in expediting a final decision than in avoiding a comparative analysis of its proposed program structure with that of this applicant."

Statement was in answer to WCAR protest against postponement of UAW-CIO group's presentation until April 1 (earlier story page 60). Union-identified applicant claimed hearing examiner had authority to "regulate the course of the hearing," that his decision to postpone is not reviewable by Commission, and that consequently WCAR's petition for review "was more in the nature of a press statement."

NAB Code Revision Completed

(Continued from page 4)

good taste prevailing in selection and handling of news; "due care" should be exercised in content, format and presentation, and in selection of newscasters and analysts; care should be used in acceptance and placement of advertising, which should be distinctly set apart; not over two commercials in programs less than 10 minutes, to be at or near beginning and end; general news standards also apply to agricultural and market newscasts.

POLITICAL—Political broadcasts, or dramatization of political issues designed to influence an election, shall be identified as such; broadcasters advised to consult their lawyers in case of doubt because of present confusion in laws dealing with political broadcasts.

PUBLIC AFFAIRS AND ISSUES—Time allotment should give due regard to all other elements of balanced schedules, and to public interest in questions presented; fair presentation of issues concerning community advised; controversial issue discussions should be presented on programs specifically intended for that purpose, and clearly identified; time for opposing viewpoints should be equitably distributed; presentation should be by properly identified authorities; broadcasts should be free from censorship but right should be reserved to refuse them for noncompliance with laws of defamation, sedition, etc.

RELIGIOUS PROGRAMS — Attacks on religion should be avoided; programs should be presented by recognized groups; emphasis should be on broad religious truths, excluding controversial views not directly related to religion or morality; offers should be confined to free copies of religious literature or mementos.

CHILDREN'S PROGRAMS—Should show respect for parents, law, clean living, high morals, fair play; should convey accepted ideals of American life, with no material jeopardizing sound character development; should avoid horrors, supernatural or climactic incidents likely to unduly excite; kidnaping excluded; no appeals to buy product to keep program on air; avoid offers encouraging children to enter strange places or talk to strangers.

CRIME AND MYSTERY—Effect on all members of family should be considered in accepting crime, horror or mystery programs; method of presentation should preclude imitation; criminals should be punished; crime should not be made attractive; should exclude details of brutality or agony, kidnaping, alarming sound effects, disrespect for law, characterization of officers as stupid or ridiculous, suicides as satisfactory solution of any human problem.

GENERAL—Sound effects and words such as "bulletin," "flash," etc. should be reserved for announcement of news and not used deceptively; plot developments should not offend those who suffer from physical handicaps; the "regular and recurrent broadcasting, in advance of sports events, of information relating to prevailing odds, the effect of which could be expected to encourage gambling, should not be permitted"; simulation of court atmosphere should not vest broadcast with judicial authority.

ADVERTISING STANDARDS

Advertising termed life-blood of free, competitive system; accounts should be unacceptable if reasonable doubt integrity of advertiser, quality of product or validity of claims; licensee should see copy and advertising comply with laws; care should be taken to avoid information which misleads, endangers health or character, offends proprieties or customs, or violates public and professional ethics; copy should not disparage competitors or products, or other industries, professions or institutions; copy should not claim product will effect a cure; good taste should govern content, placement and presentation of announcements; disturbing or annoying sound effects and devices, blatant announcing and over-repetition should be avoided.

TIME STANDARDS FOR ADVERTISING COPY—As a "guide to the determination of good broadcast advertising practice, the time standards for advertising copy are established" as follows:

The maximum (commercial) time allowable to any single advertiser, regardless of type of programs, should be:

Between 6:00 p.m. and 11:00 p.m.

5	minute programs	1:00
10	minute programs	2:00
15	minute programs	2:30
25	minute programs	2:50
30	minute programs	3:00
45	minute programs	4:30
60	minute programs	6:00

All Other Hours

5	minute programs	1:15
10	minute programs	2:10
15	minute programs	3:00
25	minute programs	4:00
30	minute programs	4:15
45	minute programs	5:45
60	minute programs	7:00

Time standards allowable single advertiser "do not affect the established practice of allowance for station breaks between programs"; multiple sponsorship or announcement programs, except as otherwise provided, subject to limit of three minutes maximum advertising per 15 minute segment; half-hour, three-quarter hour and hour periods in appropriate multiples of that limit.

Time standards waived for total of one hour a broadcast day for shopping guides, market information, rural news etc. because of their service to public, but program balance should be maintained.

Any number of products may be advertised by single sponsor within time standards, but advertising copy should be within framework of sponsor's program structure; use of simulated spot announcements divorced from program (cow-catcher and hitch-hike announcements) limited by requiring program identification prior to and after such spots; any refrences in program to product or service under trade name, or descriptive language except normal guest identification, is included in total time allowance for advertising; double spotting banned except when one is a sponsored time signal, weather report, station promotional identification, ownership or location announcement of not to exceed 10 seconds.

CONTESTS—Broadcasts designed to "buy" audience by inducing listening in hope of reward rather than for quality of entertainment opposed; skill rather than chance should be basis of contests; all contest details and rules clearly and completely announced, or easily accessible, and winners names released as soon as possible; facsimiles of boxtops etc. should be acceptable; all contest copy associated with exploitation or sale of product or service, and references to prizes and gifts, included in total time allowances.

PREMIUMS AND OFFERS—Broadcaster should approve all details before first announcement of offers; final date should be announced as far in advance as possible; if consideration required, advertiser should agree to honor complaints by returning consideration; there should be no misleading descriptions of premiums or gifts.

Text of the Conclusion—"We pledge ourselves faithfully to observe these standards and thus bring to our audiences programs which will perpetuate America's traditional leadership in the broadcasting art."

Closed Circuit

(Continued from page 4)

press censorship [BROADCASTING, March 2 when it reports to full committee at 10:30 a today (March 29), at Pentagon. Thumbs do decision, to be passed on to Secretary of D fense Forrestal, will be sweetened with re ommendation for closer liaison by small new group with defense chief in view of sensiti world conditions.

MANY BROADCASTERS are predicting h and heavy NAB convention in Los Angele next May. They point out (1) trade associa tion usually gets going-over every three t five years; (2) controversy over Johnson an clear channel bill will be at white heat, a (3) code can arouse same brand of discor that animated Atlantic City sessions.

FCC is confronted with another technical h potato in standard broadcasting which ma determine where AM radio is headed insofa as directional antennas are concerned. Que tion posed in unique case in midwest boi down to what constitutes nondirectional da time operation. Consulting engineers are d vided and FCC must set precedent, probabl through issuance of precise regulations.

EXTENSION OF NARBA TO BE SOUGHT BY U. S. A.

EXTENSION of existing North Americ Regional Broadcasting Agreement—possibl for about one year from March 28, 1949, i present expiration date—and postponement o August treaty conference in Canada will b sought by U. S. unless Mexico asks postpon ment first.

This course appeared likely Friday aft conferences between representatives of FC State Dept., and Senate Interstate & Foreig Commerce Committee. Assistant Secretary o State Garrison Norton and Walter Radie director of Office of Transportation and Com munications under Mr. Norton, were told FC and Senate committee feel NARBA extensio is necessary since committee has instructe FCC to hold up clear-channel decision pendin Johnson Bill hearings next month (stor page 20).

1550 KC ATLANTA GRANT

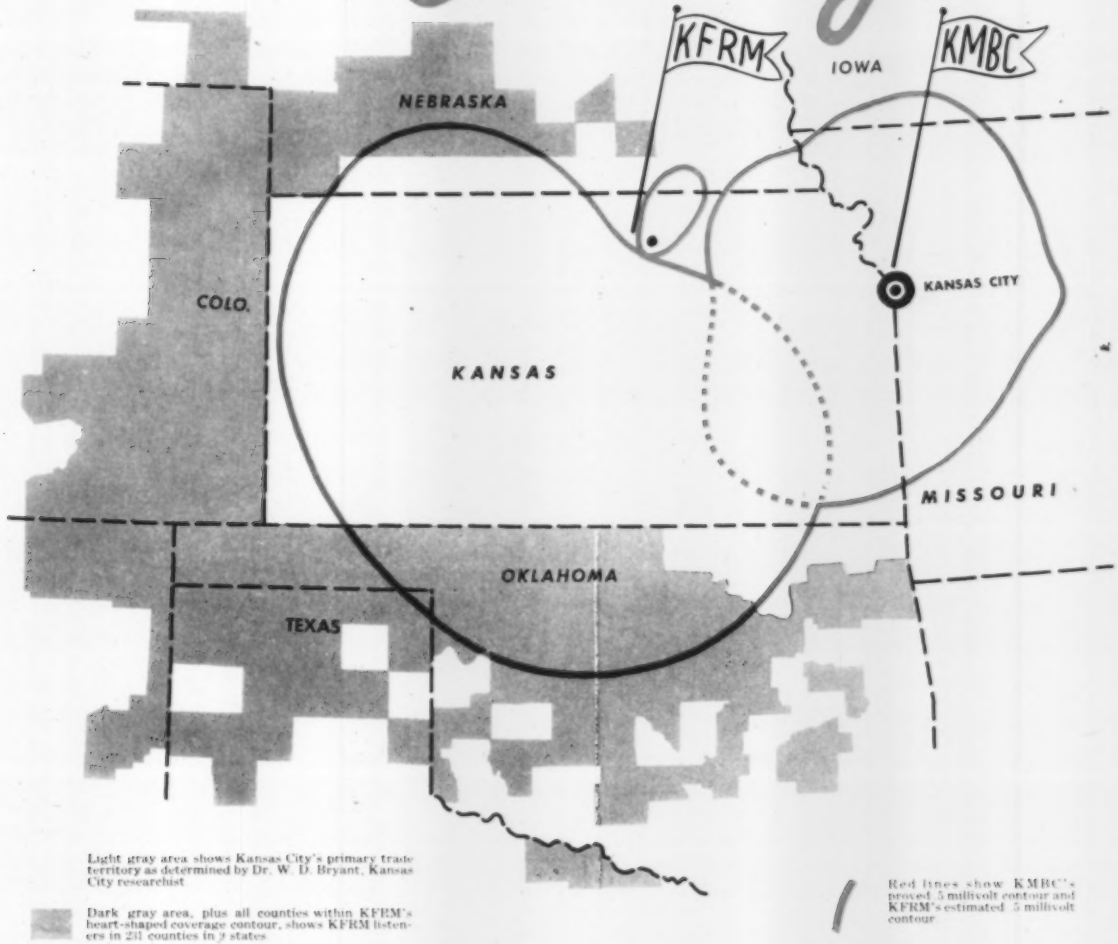
ORDER adopted by FCC Friday making fina grant of 50 kw day and 10 kw night on 1550 k directional night, to Fulton County Broadcas ing, Atlanta, Ga. Action resulted when WSO Charlotte, N. C., whose application to chang from 250 w on 1240 kc to 50 kw on 1550 h had been given proposed denial, requested tha its exceptions to the proposed decision be di missed. Fulton County, owned by Samuel Rot berg, local real estate dealer, received cond tional grant for Class B FM station earlier t week (see story page 107). WSOC applicatio had been ruled out because of Canadia NARBA conflict [BROADCASTING, Dec. 8].

GRANT TO WIL SET ASIDE

GRANT TO WIL St. Louis for switch fro 250 w on 1230 kc to 5 kw on 1430 kc, direc tional, set aside Friday by FCC. Further hear ing ordered April 26 on limited issues involv ing potential interference to KLO Ogde Utah, and WLAK Lakeland, Fla. KLO an WLAK, petitioners for rehearing, made partie to proceedings.

FCC reversal based on changes of inter ference measurement factors embodied in re vised standards of good engineering practice adopted Feb. 10, 1947.

EXCLUSIVE CUSTOM-BUILT *coverage!*

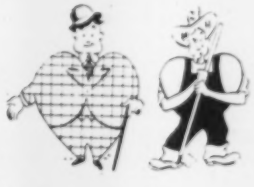


Light gray area shows Kansas City's primary trade territory as determined by Dr. W. D. Bryant, Kansas City researchist

Dark gray area, plus all counties within KFRM's heart-shaped coverage contour, shows KFRM listeners in 231 counties in 9 states

Red lines show KMBC's proved .5 millivolt contour and KFRM's estimated .5 millivolt contour

The KMBC-KFRM Team is Custom-Built to provide complete, economical, simultaneous coverage of the Kansas City trade territory. When you add KMBC's audiences in metropolitan Kansas City to KFRM's—it had listeners in at least 9 states and 231 counties the first two weeks it was on the air—you have the only real combination for covering the Kansas City market. A study of the map above will show we're really talking turkey when we talk of Custom-Built Coverage to fit the market.



KMBC *of Kansas City*

KFRM *for Kansas Farm Coverage*

Represented Nationally by Free & Peters, Inc.